

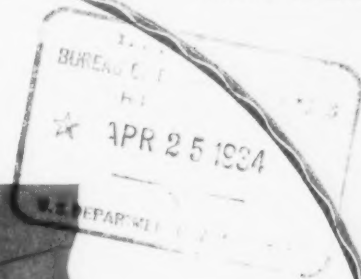
# The American Perfumer

and Essential Oil Review

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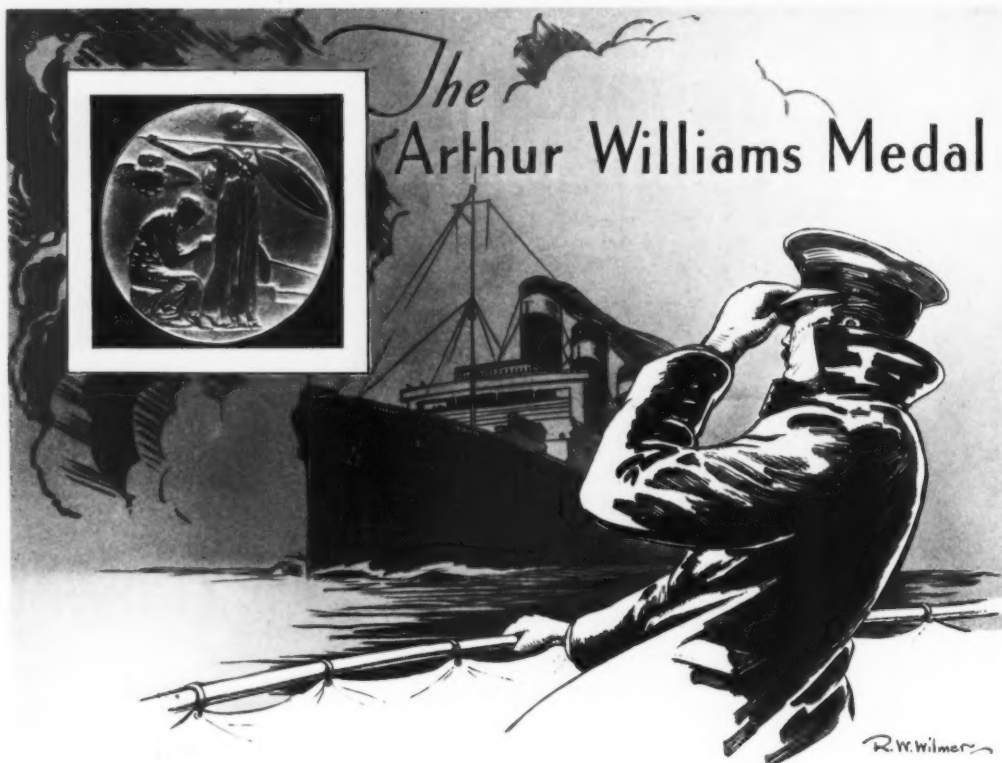
The  
**American Perfumer**  
and Essential Oil Review

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VOL. XXIX

No. 2

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*This advertisement is one of a series presented by the American Commercial Alcohol Corporation in the belief that the outstanding awards in all fields of endeavor are of universal interest:*



The Arthur Williams medal is awarded annually by the American Museum of Safety for notable achievements in the field of safety in this country. The first recipient, Captain Flavel M. Williams, received the award for his invention of the infra-red "fog camera", a device that extends visibility for navigators by taking photographs through fog or haze of objects not visible to the naked eye.

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# The American Perfumer

and Essential Oil Review

APRIL, 1934

Established 1906

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Vol. XXIX, No. 2



## Cosmetic Code Approved by President

*Temporary Code Authority Selected to Function Until  
Permanent Body Can Be Chosen by  
Vote of Industry*

FORMAL approval of the code for the cosmetic and toilet preparations industry was announced March 24 and in accordance with its provisions, the code went into effect on April 2 as to the wage and hour provisions. Owing to the fact that copies of the code were not released by the Government Printing Office until later, however, the actual enforcement of the code's provisions was delayed for a short period.

With the exception of a very few paragraphs quoted below and the deletion of the sections which dealt in detail with the method of selecting the permanent code authority, the completed code conforms entirely to the draft published in the February issue of this magazine. In order to avoid confusion and delay, the sections dealing with the selection of the permanent code authority were deleted by N. R. A. officials before approval. In all cases where the terms "manufacturer" appears in the original code, the words "member of the industry" have been substituted.

### Few Paragraphs Changed

Other changes were confined to the following sections of the trade practice provisions of the document. The paragraphs which have been changed (new matter is in italics) are as follows:

"SECTION 1. (a) Where a commodity or article sold by a member of the industry bears (or its label or container bears), the trade-mark, brand, or name of the producer or owner of such commodity or article it shall be sold only on the basis of open prices to those engaged as primary distributors of its products, clearly setting forth the basis for granting of discounts, (*specifying the particular function which must be performed or the quantities which must be purchased*) which are uniform to all trade

buyers of the same class of distributors and which are strictly adhered to while effective.

"No member of the industry shall offer a discount, payment, or allowance on a functional basis except where an effective means exists for assuring the Code Authority that the function for which the payment is made can be actually and faithfully performed.

"SECTION 2. (a) No member of the industry shall give, permit to be given, or directly offer to give, anything of value for the purpose of influencing or rewarding the action of any employee, agent or representative of another in relation to the business of the employer of such employees, the principal of such agent or the represented party, without the knowledge of such employer, principal, or party. *This provision shall not be construed to prohibit free and general distribution of articles commonly used for advertising except so far as such articles are actually used for commercial bribery as hereinabove defined.*

"SECTION 9. No member of the industry who has performed his part of the agreement of sale shall accept return of merchandise, by the vendee, damaged or shopworn without previous written authorization by the said member of the industry. A charge to cover the cost of reconditioning and handling such merchandise shall be made."

### Temporary Code Authority

A temporary code authority consisting of Charles S. Welch, secretary of the Associated Manufacturers of Toilet Articles; Ralph H. Aronson, vice-president of

Bourjois, Inc., representing the Perfumery & Cosmetic Institute; and Fred Dodge, of Harriet Hubbard Ayer, Inc., not affiliated with any trade association, has been appointed. This group with Wroe Alderson, advisor to the National Recovery Administration, will act as the enforcing body until the permanent code authority consisting of seven members of the industry and not more than three representatives of the Government has been selected.

The temporary code authority has been given the power to report on a method of selecting the permanent code authority, and after several meetings the following method has been approved by the N. R. A.:

One member will be selected by the Associated Manufacturers of Toilet Articles; one by the Perfumery & Cosmetic Institute and these two shall select a third. The other four members will be elected by ballot of the industry under restrictions which will assure the manufacturers of popular-priced merchandise for the syndicate stores, the private label manufacturers and other interests of representation.

### Opposition in Some Quarters

Some opposition to this method of selection has been voiced in the industry on the grounds that it gives the two mentioned groups too great authority in code proceedings. Elsewhere in this issue is reported the organization of a third group which has been formed to protect the interests of manufacturers not affiliated with the A. M. T. A. or the P. & C. I. in matters relating to the enforcement of the code.

It is also understood that many of the Southern manufacturers are not satisfied with the wage differential (two and one-half cents per hour) accorded to them in the code. Protests and further hearings on this point are considered probable in view of the differentials which have been granted in the cases of other industries.

### Stop Loss Provisions Clarified

The "stop loss" provisions of the retail code have been modified and amended by the National Recovery Administration through the addition of a new section, number 6, dealing with loss limitations and the basis upon which costs are to be computed. This new section is printed in full below. General Johnson has also clarified the matter of allowances for labor in the computation of costs by fixing 10 per cent as the standard allowance for drug store labor costs. The new Section 6 of the code is as follows:

"Section 6. Loss Limitation Provision.

"In place of the provisions of Article VIII, Section 1, the following provision shall apply to all retailers selling the products specified hereinafter:

"Inasmuch as the vast preponderance of drug store products are distributed through small drug retailers who are unable to purchase on a quantity basis but who perform services which are essential to the welfare of those in their communities, and whereas such services cannot adequately be performed through the facilities provided by their competitors, and whereas in some cases sales are made to consumers by such competitors at prices below the lowest cost of purchase normally ob-

tainable for such merchandise by small drug retailers, and whereas in most instances such sales prices are not a true indication of the general level of prices of such competitors and no general benefit to those in the community accompanies the same, but such prices are in fact in the nature of bait offers of merchandise to attract trade, it is hereby declared an unfair trade practice and is prohibited by this code for any drug retailer to sell any drugs, medicines, cosmetics, toilet preparations or drug sundries at a price below the manufacturer's wholesale list price per dozen, provided, however, that in the case of biologicals or other of the above mentioned products which are not customarily sold in dozen or greater lots the Code Authority may fix a comparable unit quantity, and provided further that any discount, free deal, or rebate which is made available to all purchasers of dozen lots or comparable quantities, shall be considered as part of the manufacturer's wholesale list price."

### Cosmetics at Industrial Arts Show

A number of cosmetic packages, illustrating the artistry of the designer, are on display at the Industrial Arts Exposition on the 62nd floor of the RCA building in Rockefeller Center, New York. The exposition, organized by a group of designers and sponsored by the National Alliance of Art and Industry, opened April 1 and will continue throughout the month. In addition to the finished cosmetic packages there are several manufacturers' exhibits of materials used in this type of packaging.

Among the cosmetic items on view are: Mennen's "Skin Balm," "Bracer" and shaving cream; Gilbert's "Oral Antiseptic;" Marinello's powder box; Helena Rubinstein's lipstick, powder boxes and bath essence; the "Cotton Picker," by Bauer & Black, and vanilla extract, by the Jewel Tea Co.

### Coming Conventions

American Pharmaceutical Association, Shoreham hotel, Washington, D. C., May 7 to 12, 1934.

Flavoring Extract Manufacturers Association, Waldorf-Astoria, New York City, May 21 to 23, 1934.

Proprietary Association, New York City, May 23 to 25, 1934.

Associated Manufacturers of Toilet Articles, Waldorf-Astoria hotel, New York, June 5 to 7, 1934.

National Association of Insecticide & Disinfectant Manufacturers, Edgewater Beach hotel, Chicago, June 11 and 12, 1934.

American Pharmaceutical Manufacturers Association, Chatham, Mass., week of June 25, 1934.

American Cosmeticians Association, Hotel Sherman, Chicago, August 21 to 23, 1934.

National Hairdressers & Cosmetologists Association, Edgewater Beach hotel, Chicago, September 9 to 13, 1934.

Federal Wholesale Druggists Association, Biltmore hotel, Providence, R. I., September 16 to 19, 1934.

National Association of Retail Druggists, New Orleans, La., September 24 to 28, 1934.

American Bottlers of Carbonated Beverages, 106th Armory, Buffalo, N. Y., November 12 to 16, 1934.

# Cosmetics as a Prosperity Factor

by A. R. Pinci, Business Consultant and Formerly  
Commercial Representative of the  
National City Bank in Europe

EVERY industrial and commercial activity seemingly has been mentioned in one way or another as having had an influence for the "upswing" during the depression period that dates from 1929. All business panaceas suggested or urged have centered about the more familiar business entities of the nation; that is why one has heard so much about the "key" industries.

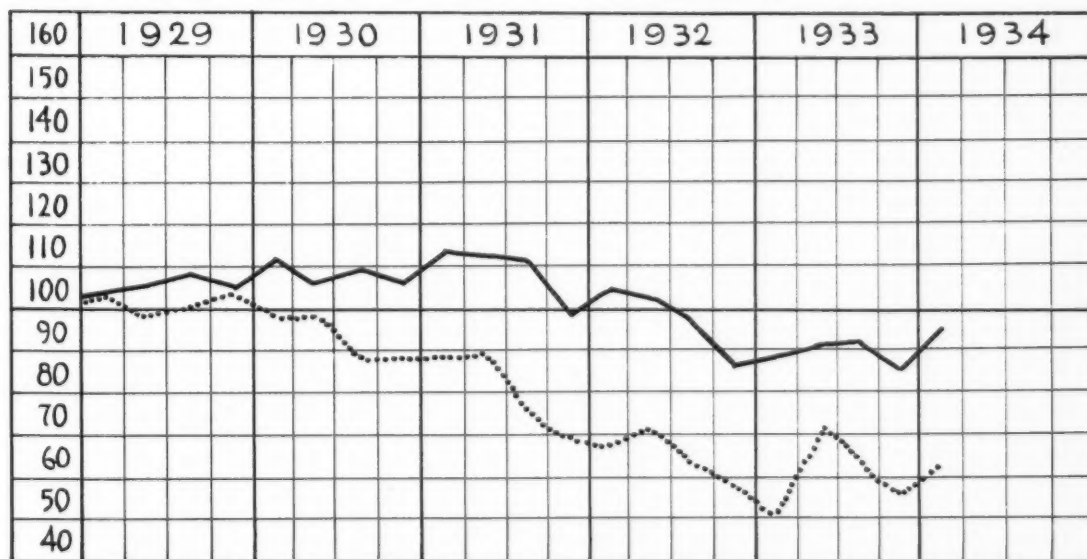
Little thought, however, has been given to the toilet goods industry as an anti-depression factor. Because in the main this industry, both in its vertical and horizontal ramifications, has been largely constituted of dimes and quarters and one-dollar items—items subordinated by statistical abstracts involving steel by the thousands of tons, grain by the billion bushels, bank balances of multi-millions. Yet the dimes and quarters and dollars spent so casually by men and women, governed by a new personal psychology, have raised the perfumery business to one of such major proportions that it exceeds the traditional estimates for national expenditures for education or armament.

Routine economics has been content with using the generic name and categorical divisions together with amounts in drawing up reports, but that is all. Yet

there is decidedly more behind the business than the statistical equation, for even if the cosmetic business cannot be classified with corn or cotton or cars, it occupies a far more important national niche than even those in the trade suspect. A close examination of the subject readily discloses that bound up with modern perfumery commerce and professions, there has been a potent momentum not discernible in values, weights, and sales.

Perhaps it would be too much to say that the perfumery and cosmetics trade saved the country from disaster, but it is not too much to say that it has had a supreme part in preserving morale, and in times like the present, when humanity is so disturbed and ready to jump off the handle, any bond which strengthens the soul rightfully comes next to bread. It is not facetiously that I say that many a woman, and not a few men, might logically have said, when pocketbooks were emptiest, "Give us this day our daily—," lipstick or powder or shampoo or massage, in lieu of the prayer for bread.

Estimates and figures vary, inevitably so, especially when so many intangibles are considered, but on the whole a fairly accurate picture can be drawn of what the business is all about—and also why. In the flush times of recent memory it was estimated that the beauty



DEPARTMENT STORE SALES OF TOILETRIES AND SALES IN ALL DEPARTMENTS

The solid line shows the curve of toilet goods sales in department stores throughout the country as compared with sales in 1928, which are represented by the 100 line on the chart. The dotted line shows the relation of sales in all departments to those of 1928. The chart discloses how much better toilet goods sales held up during the depression than did general sales in this type of store

business in the United States, from raw material to ultimate consumer, amounted to nearly \$2,000,000,000. That would mean, for the year 1928-1929, \$40 per capita for 50,000,000 customers who do not fall into the groups as ordinarily reported by the census, but represent a mass buying force which includes adolescents as young as 14 years, nor does it exclude the old simply because they have passed the 70-mark. Servant or employer, unemployed or boss, rich or comfortable or broke—the perfumery industry caters to this mass, and the latter's buying power is fairly constant. Admitting the beauty business turnover was \$1,000,000,000 in 1933, as tentative figures indicate, the total bespeaks a giant business. There can be no mistake about that.

Some approximate idea may be had from the fact that 5,000 tons of powder, 40,000 tons of creams, 18,000 tons of complexion soaps, 5,000 tons of cosmetic pastes, 4,000 tons of color for powder and lipsticks, 1,000,000 gallons of alcohol for lotions, are used up in a fair year in the beauty trade. The precise amount or volume of perfumes, essences, oils, and similar materials is anybody's guess, but one cannot go wrong by saying that the total is impressive.

### The Typical Beauty Bill

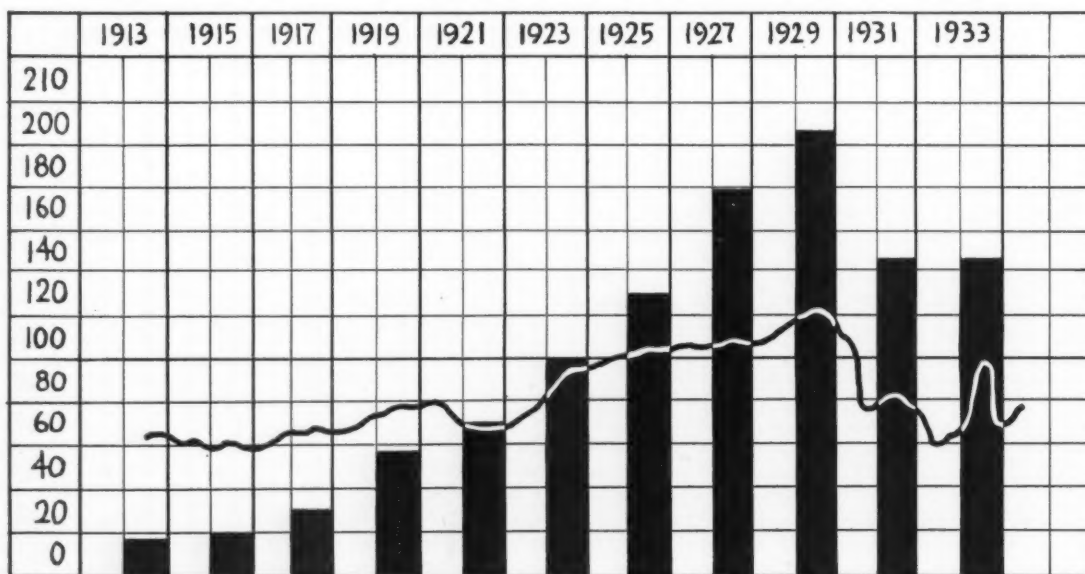
On the accepted theory that 14 square feet of skin surface require attention, many beauticians estimate that \$1 a day should be spent by the average woman to keep fit and prepossessing, although 50 cents in the end is no inconsequential sum day in and day out. To be still safer, statistically, one may whittle the outlay to a dime daily—which returns us to the aforementioned \$40-yearly per capita estimate.

A table furnished me recently showed that an annual balanced cosmetic program would require of a woman two permanent waves, at \$20; 52 shampoos, \$52; 12 special rinses, \$8; 12 hot oil treatments, \$12; 52 facials, \$52; 52 manicures, \$26; 12 lipsticks, \$12; rouge, \$6; cleansing cream, \$5; skin food, \$6; astringent, \$4; powder, \$10; bath salts, \$3; miscellaneous \$8. That means \$224, or \$4.16 per week. The women who can afford this outlay may not run into the millions, nor is it compensated by the necessarily fewer who can exceed the average. That list does not include special services such as chiropody, face-lifting, eye-brow and lash treatment, ray and other light treatments, etc. These specials are formidable even if elusive.

What of the estimated 51,000 beauty shops? The 60,000 barber shops? The 55,000 drug stores? The 2,300 department stores? The miscellaneous 5,500 outlets, classifiable as big business, as the 5-10-20-cent stores, or little business, like the door-to-door canvassers?

### Volume Holds Up in 1933

Let's look further. There are 50,000,000 women in the United States, and they furnish the bulk of the beautician's trade. But there are also 60,000,000 males who, no matter how ascetic or rough-necked, still get their haircuts and shave more or less regularly. Whichever way they apportioned their expenditures in 1933, the fact remains that so much of the American population, which lent itself to obtaining grooming service, spent an estimated \$120,000,000 for perfumes, toilet waters, creams, lipsticks, rouges, dentrifices, hair tonics, face powders, talcum, lotions, manicure prepara-



INDEX OF GENERAL INDUSTRIAL PRODUCTION AND VOLUME OF TOILET GOODS PRODUCTION

The line on the chart shows the trend of the general index of industrial production of all commodities on the basis of 100 equals the 1923 to 1925 average. The solid areas show the volume of toilet goods production in census years since 1913 in millions of dollars. The chart shows how rapidly production of toilet goods increased in relation to general production and how the depression affected both.



tions and other miscellany. That means almost \$1 per capita—a figure too ridiculously low to be admissible as representative of the industry's economic might. Even the dozen-haircuts-a-year man, and the girl who courageously is her own beauty expert, do better than that.

It has been so far estimated that the perfumery industry's total production for the year 1933—based upon scattered and preliminary reports—has reached a value of \$160,000,000, or about that of 1931, which amounted to \$162,631,000, a decrease of 19.3 per cent from the 1929 high-water mark. The difference between what Americans were estimated to have consumed in 1933 and the total production accounts for exports and remaining stock on hand.

For such a supposedly secondary industry, in gross totals, perfumery gives an unusual and excellent account of itself in advertising. It would not be too much to say that it spent approximately \$10,000,000 for advertising, one company alone spending \$1,644,000 for its famous radio advertising. That company was the Pepsodent Co., with Lady Esther and Colgate holding, respectively, second and third places. Perhaps \$10,000,000 is too conservative, inasmuch as there is the uncomputable advertising of the whole industry (rather than by it) through retailers and other channels. That is a neat showing for a business of comparatively few large establishments and no great army of employees.

### Possibilities of Expansion

Less than half a million dollars a day as the nation's perfumery and cosmetics bill, exclusive of personal and other services, does not indicate, even with other factors at depressions lows, an output that has exhausted its every resource. On the contrary, with nearly 11,000,000 women workers in the United States, there is every reason to believe that as soon as they achieve normal employment, they alone can consume an average of \$10 per capita a year.

Obviously, the industry is susceptible of expansion. Its business increased 700 per cent in the United States in 15 years to the end of the boom. In 1923 the export trade in our toilet preparations first exceeded imports. Foreign concerns, like Coty, expanded, reorganized and financed on a big business scale, this company alone counting on 40,000,000 women customers throughout the world, according to its boom fiscal prospectus.

The export possibilities of American perfumes and cosmetics are yet unexplored. Foreign women have spent freely even in the midst of their own depression, but they have not spent all they can potentially and eventually spend. It is commonly said that trade follows the flag, which is not true, but in the perfumery business of the United States one should say that that business follows the Hollywood—or screen—trend.

Keeping attractive has become a business—a two-way business. Housewives vie with the business woman; the laborer dolls up like the boss. Never before in history have the masses been so particular about their personal appearance. "Dudism" is no longer an epithet of sarcasm. The ointments of the Egyptians and the lotions of the Romans and the fine odors of the Middle Ages and the essences of so late an era as the Victorian were reserved to the few great and rich. Today the few may aspire to costlier and rarer specialties, but never

was good grooming so widespread as it has been during the past dozen years. It is about the only by-product of the war which can be bragged about.

### The "Well-Dressed" Habit

That good grooming draws upon every possible branch of the cosmetics industry. Many an empty stomach and many jobless have been able to look the world in the face simply because they fortified their presence and personality with the little aids which perfumers, cosmeticians, barbers, hairdressers, and other beauty specialists have purveyed on an increasing scale at a time when everything else was sliding the other way.

This phenomenon is not solely American. I have witnessed it, in varying forms but fundamentally the same, throughout Europe. The habit of being well-dressed has become universal. Economy in the matter of external appearance is no longer a virtue. Even where class distinction still rules, though more feebly than ever, out in the open, where men and women and children congregate, the perfumery industry has done its big bit toward engendering self-reliance and pride among those who had or have every reason to be pessimistic.

Perhaps nothing is more to the point than the remark of a girl who was discussing with me some employment troubles and salary reductions. "My pay envelope looked miserably thin," she said, "and I felt as if it were useless to try to enjoy life any more, but when I get dumpy like that I take out my compact and lipstick and go over myself very carefully. I make my mouth redder than ever. That helps the rest of my face and the rest of me. The result always strengthens me. Some one soon remarks about my brighter appearance—and I feel brighter forthwith."

Anglo-Saxons, until recent years, showed a slow, almost a hostile, attitude toward the wiles of the perfumer, the cosmetician, and the beauty specialist, as compared with the Latins, who were supposed to monopolize the streak of effeminacy or dandyism. But what Americans and British and Germans and Dutch lost by delay they have made up in speed and volume. The urge to look well has become national with each and all of them, and other peoples too.

### An Expanding Market

American products originating with or from the perfumery industry, as all beauty products do in some form or other, have taken world markets in no time. The markets for American articles are still in their infancy and are largely limited by distribution problems more than anything else. Though the selling problem is indeed complex, one thing is certain—consumer interest and desire already exist. With minor exceptions, largely falling into the super-luxury class, a market for American beauty products may be found virtually everywhere.

Now, this market could not possibly have developed, even where it exists in static form, were it not for the collective influence of the Americans themselves as devotees of a personal-appearance cult that is essentially a new Yankee trait. How nationally diffused



one may easily determine by a tour of observation in any of the places which the laboring classes frequent. Shabbiness is a rarity just as foppishness has become taboo. The jobless lines no longer bespeak the be-draggled humanity one was wont to find there as late as twenty years ago. The perfumery industry more or less indirectly has given the people a new psychology—and one, to that industry's benefit, easy to serve.

While the instinct to look well has been normalized—or is being normalized—on a national scale, and therefore is not a matter of sex or age, there is no doubt that the women have contributed, and always will contribute, the largest individual and group support to a commerce which looks to them for its prosperity.

By being lavish in their desire to appear modish and attractive, and spending until it hurts more than the average man realizes, the women have helped not only the beauty business—from raw material to toilet table—but other business as well. Except for this pardonable vanity what would have become of the textile industry? Or the dress business? Or the ornament trade? Or the furniture business? Or the motor business?

Had the modern woman done as her grandmother did in depression or troublous times, that is, stay home, retrench, save, skimp, make over, patch, and otherwise follow a thriftiness that never had a saving grace, business in the United States during these bad years would not be where it was—even if some claim there was no business. By yielding to the new vanity, the modern woman has given immense impetus to trade in general. Bad as it may have been, unsatisfactory as it may be, business is much better than it would have been had woman done what women did in not so remote times. Rags and unclean faces make for revolutions; never a new dress and a perky head. Women have been doubly extravagant with respect to their little vanities, and made the country a better place to live in, not to mention the concomitant imitateness from which even he-men could not escape. They have violated, our modern women, all the precepts of the olden books and nullified much of the so-called old wisdom, but they have translated it into hard facts of good business.

### Aid to Other Businesses

It is not necessary, even statistically, to go into details about the side lines that depend and thrive with the perfumery and cosmetics industry. These products today bear the greatest responsibility for profit in many stores—notably the chain shops—with department stores and specialty shops heavily relying upon that trade. A department store executive, one of the best known and recently retired from business, told me that if his perfumery and toiletries trade were to revert to the ratio as of the year 1907, he might as well close up shop. In other words, the vanity urge combined with the beauty business (though it is difficult to say which really came first) have spurred commerce all along, not only in fashions, but in every other field of endeavor.

If it were possible to parse the toilet goods industry, therefore, one would discover that it lies at the very root of a new design for living. It is not a matter of passing fancies; it has come very near to taking second

place after the bread business. That is not a rash statement; any sociologist worth the title will admit it. Many a welfare worker has met the perfectly groomed person concealing an empty stomach. These are not chance manifestations; they are the order of a new era, and it remains for the leaders in the industry proper to meet it, intelligently, profitably.

Perhaps no business could hope for better auspices and a more solid foundation. Unlike most other business which suffered on account of hard times, the perfumery industry as a whole must not undergo any sort of reconstructive effort, of reorganization, of salvage planning. A rational policy will bring all the business it can care for. What more can any industry ask for? It's a long step from the day when Eve unthinkingly crushed a blossom between her fingers to what the scientists have done to substitute nature's fragrances, but the new day is here.

One may go even further and remodel the old adage that woman's influence is in the home. Woman's influence today lies largely in what the perfumer places at her disposal to do her influencing with. Fifty million American and fifty million European women cannot be wrong—and there are more growing up every minute!

### Plans Progress for A.M.T.A. Convention

The entertainment committee for the convention of the Associated Manufacturers of Toilet Articles, to be held at the Waldorf-Astoria hotel, New York, June 5, 6 and 7, has held several meetings and reports that its plans for the affair are making rapid progress. Several features new to the convention will be introduced this year, and the golf tournaments, which featured conventions of several years back, will be revived. They were always features of much interest.

The regular theatre party this year will be transformed into a "Monte Carlo Night" at the hotel rather than a visit to a Broadway show. The committee is thus far somewhat secretive regarding the plans for this event, but from what has leaked out of their deliberations, it promises to be one of the most interesting and attractive entertainment affairs of the convention. A more complete announcement of plans for this event will be forthcoming later.

As usual, the annual banquet will close the convention, and plans are being made to make this affair more entertaining than ever.

The following companies have joined the Association as active members during the past year: Ogilvie Sisters, New York City, Park & Tilford, New York City, Parfums Corday, Inc., New York City, The George W. Luft Co., Inc., Long Island City, N. Y., Guy T. Gibson, Inc., New York City, Bristol-Myers Co., New York City, Les Parfums Marly, Inc., New York City, Forhan Co., Inc., New York City, Chartre Mfg. & Importing Co., Inc., New York City, Cheatham Chemical Co., Atlanta, Ga., Lenthic Inc., New York City, Lucien Lelong, Inc., Chicago, Ill., The Packer Mfg. Co., Inc., New York City, Puritan Cosmetics, Inc., St. Louis, Mo., Joubert Cie, Inc., New York City, Parker Herbex Corp., New York City, Northeastern Laboratories, Inc., Boston, Mass., Rapidol Distributing Corp., New York City.

### Plans for F. E. M. A. Convention

PLANS are progressing rapidly for the annual convention of the Flavoring Extract Manufacturers Association, to be held May 21, 22, and 23 at the Waldorf-Astoria hotel in New York. B. J. Gogarty, enterprising chairman of the entertainment committee, has already laid the groundwork for an unusually attractive program of entertainment to supplement the business sessions.

On the evening of the convention's opening day a tour of Radio City is planned, followed by a party at a cabaret and, according to Mr. Gogarty, some interesting surprises. The following day will give members and their guests a choice of golf at some well-known country club yet to be selected, or a special tour of the new Long Island Park system, including the ocean beach drive, Jones Beach and, if it can be arranged, a shore dinner. A fishing party is also projected. The annual banquet will be held the evening of the convention's second day.

Very interesting and instructive business sessions are being planned by Fred S. Rodgers, chairman of the program committee. Announcement of these features is yet to be made, but members will be advised as soon as the program is put into more definite form.

### Observe 50th Year of National Formulary

Celebration of the fiftieth anniversary of the National Formulary, or the "New York and Brooklyn Formulary" as it was termed originally, marked the April 9 meeting of the New York Branch of the American Pharmaceutical Association, held in the College of Pharmacy, New York. More than 60 members and their guests were present and heard an interesting talk by Dr. Charles F. Schleussner, one of the few surviving members of the committee from the Kings County Pharmaceutical Association, the New York College of Pharmacy and the German Apothecary Society which drew up the Brooklyn and New York Formulary in 1884. He told of the many handicaps which beset the committee in preparing this formulary which became the foundation of the National Formulary drawn up several years later by the American Pharmaceutical association.

### Pure Food and Drug Notes

In this department will be found matters of interest, contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION, and other departments for further information.

Among the notices of judgment given under the Federal Food & Drugs Act, Nos. 20401 to 20750, inclusive, sent out recently by the United States Department of Agriculture, Washington, were the following cases of misbranding: No. 20545, adulteration and misbranding of orange flavoring extract; and No. 20728, adulteration and misbranding of tincture of benzoin, lavender oil, sweet almond oil, eucalyptus oil, Carnatine red, Manderine orange, and coumarin; and adulteration of cassia oil, peppermint oil, sandalwood oil and artificial mustard oil.

### Organize New Cosmetic Group

THE National Association of Perfume and Cosmetic Manufacturers was organized at a meeting in New York April 2. This body is composed of a number of manufacturers of toilet preparations and cosmetics not affiliated with any of the recognized trade groups. Manufacturers of popular-priced toiletries for the syndicate stores and makers of private brand preparations along with the smaller manufacturers of nationally advertised products are charter members.

Charles S. Oestreich, president of Carlova, Inc., New York, has been elected president of the new organization, and J. I. Poses, vice-president of A. A. Vantine & Co., New York, was chosen secretary. Discussion of the provisions of the cosmetic code featured the meeting, and the organization will insist upon



CHARLES S. OESTREICH



J. I. POSES

recognition of its particular group and the interests of its members in the formation of the permanent code authority.

An application was made to Washington for representation on the temporary code authority, but it was found that the set-up of that body could not be changed in time to afford such recognition. A membership drive covering the entire United States is being undertaken with the idea of forming the largest individual group in the toilet preparation industry.

Prominent members of the industry who are serving on the executive board of the association include: Benjamin Ansehl, Benjamin Ansehl Co., St. Louis; John B. Brunner, Peroxide Chemical Co., St. Louis; W. W. Cheatham, Cheatham Chemical Co., Atlanta, Ga.; Joe Linderman, Joubert Cie, Inc., New York; Howard S. Lyon, Comfort Manufacturing Co., Chicago; W. J. Popp, Fort Orange Chemical Co., Albany, N. Y.; Earl P. Yates, Superior Products Co., Dallas, Texas; and Mr. Oestreich and Mr. Poses, the president and secretary, respectively.

Temporary offices of the association are located at 71 Fifth avenue, New York.

### Iowa Sales Tax in Effect

On April 1 Iowa joined the group of states exacting a tax on all retail sales not already included in commodities taxed by the state. A tax of 2 per cent is being collected on all sales over 15 cents.

# Co-operation by the Boxmaker

*His Service is Invaluable in the Design and  
Production of Your Packages*

*by Georgia A. Freeman*

THE consumer knows nothing about the things I want to talk over in this article—thank heaven for *that*! Her confidence in the product she buys is none too inviolate these days as it is. But the little details and technicalities of manufacturing the package are no concern of her's directly, but very much her concern indirectly. Therefore, much that I have to say will include her in only the most round about way, but ultimately it all goes towards producing a more salesworthy and satisfactory package which she in her turn will the more quickly buy, and buy again. While the consumer looks shrewdly at the price tag, she also checks up on the quality appearance of the product.

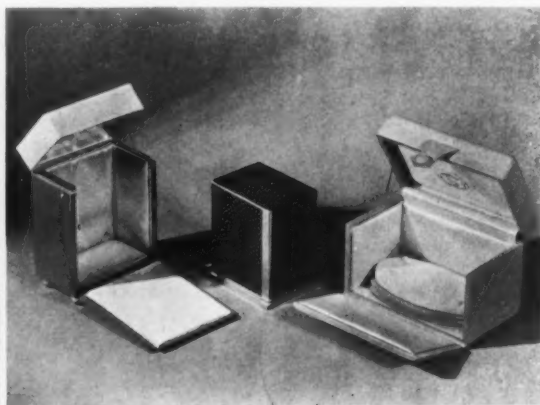
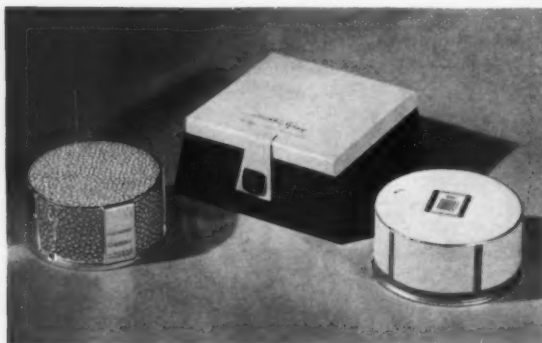
With so many unknown brands on the market, it grows increasingly important for the package to express its quality and not its price. Manufacturers have said many times to me, indicating the products of a certain line: "I don't know how they do it." I admit that sometimes "it" turns out to be just a matter of plain price-cutting with the product holding the bag, but in many other instances I happen to know with certainty how "they do it." They plan, and by planning I mean the sort of routine an architect goes through when you order a house. The good architect takes *everything* into consideration and plans accordingly. The finished product turns out as it was planned and there aren't a thousand loose ends to be tied up every few days after the job is done.

Packaging the product that travels in a box should be treated just as seriously. Perhaps the cost sheets show only a cost-proportioned figure and some other product is carrying the burden of your new box package. Perhaps you are charging it up to the future although few of us want to add to the burdens of the future in these days! At any rate, there is hardly a package which, when it comes on the market, has reached its 100 per cent efficiency on a cost-value basis, and neither the consumer nor the manufacturer is getting the benefit of those additional useless dollars.

Planning more completely and studying the steps of the procedure more thoroughly before barging in is one way of increasing packaging efficiency. Another way, and the one I want to talk about this month, is working closer with the box manufacturer. Remember he has been chief mourner at the bier of many a package and he often knew the cause of the illness and death. Let him help you by his knowledge of the box making field to create a *healthy* package with a higher immunity to the prevalent box diseases.

I know of one manufacturer who gave his boxmaker the dimensions of a bottle which he admitted was to be a perfume and asked him to make a sample box! Furthermore I know this same thing has happened time and time again. That was all the information the manufacturer had any intention of giving out and yet he expected the boxmaker to put study, time and materials into a sample which ninety-nine times out of one hundred would not be right, would not be acceptable and would certainly cast a reflection on the ability of the boxmaker. In this particular case the boxmaker refused to go ahead and diligently explained why. He said he must see the bottle (it had not been introduced on the market as yet, hence the secrecy about it); he wanted to see the color of the perfume and know its name. (I would also have wanted to smell it, for to me the package must also express the same tempo as the odor of the perfume). The manufacturer finally relented and gave full cooperation and the boxmaker went to work with a will.

In the first place, unless you can have some confidence in your boxmaker as to keeping your private affairs private until you see fit to publish them yourself, select another boxmaker. In the second place the effect of the color and name together with the bottle on the boxmaker's imagination should serve as the basic ingredients out of which will emerge the creation of a new





box. Another point not so important in this particular story, but vitally important in most transactions is the retail price at which the product will sell. This was a very expensive perfume and the manufacturer of it was quite willing to pay for the kind of box he wanted. The fair allowance for box costs in relation to retail price was maintained easily. However, in the average job of this kind, when the manufacturer calls for a sample box to be made up, he wants it to be the *ideal* box (manufacturers still believe in Santa Claus) and then, if he likes it, he begins to talk costs. Having seen the "ideal" box, the ensuing program of retrenchment from it leaves him with a feeling of dissatisfaction. Often he never gets over this reaction for the geared down package is never satisfying. Frequently the boxmaker submits several boxes completely out of price range before the manufacturer will say definitely how much allowance the box has. Costs for time, study, work and materials are actually gambled on by the boxmaker. Sooner or later somebody has to pay for them.

Looked at from a common sense point of view, the fallacy lies in the idea that if the manufacturer says 15c, the boxmaker will give him a 10c job and charge 15c for it. But does he? He knows that every other boxmaker will be submitting bids fast enough and can easily save the manufacturer five cents on each box and thus easily get the business away. The reputable boxmaker can't afford to do this for future orders are really his bread and butter. Don't think that the first order with all the costs of getting the business tacked on it is going to make it worth his while to gamble for excessive profits when he can so easily be caught up. It is true that the quoted prices of several houses will vary slightly. But if you study their specifications, you will soon find out why. The manufacturer's purchasing agent has a job in which judgment and discretion are as the crown and scepter to a king.

As the majority of boxes on the toilet goods counter are machine-made, it seems to make that classification sufficiently important to be discussed first. A five-thousand quantity is about the minimum to consider when ordering a machine-made box if you expect the advantage of economical price. If, however, you want

a special lithographed wrap on it, you would need to consider a quantity of about one hundred thousand. On the other hand, if the item is one of a line, then the box wrap could be made up together with the labels in the label run and the entire operation would be more economical. It is often a costly mistake to order lithographed box wraps made up before you have selected your boxmaker and box and have made sure the lithographer has the boxmaker's patterns and sizes to go by. Lack of coordination between these two may result in the wraps being anywhere from useless to only adaptable by means of a good many otherwise unnecessary hand operations.

The round, machine-made face powder box has pretty much established itself as the rule for the low or moderately priced product. This can be decorated in such a variety of ways and made of such a variety of materials and wraps that the fact so many other manufacturers use a round box in no way detracts from its chance of individuality. Moreover, the most popular face powders at two dollars or under seem to be mostly in round boxes. The diameter can vary and the height can vary. Personally, I prefer to recommend small or rather shallow boxes because by the time a very large quantity of powder is used up the last of it is quite odorless, dusty and may have lost most of its original purity. I do not mean the smallness of the box should be carried to the extreme, but that the box can easily be too large.

Squares and ovals and a few variations from these are also very pleasing shapes for face powder. The openings through which the customer can see the exact shades of the powder have improved of late and are obtainable in a variety of styles. Some are incorporated as part of the decoration in the cover of the box as in the Veolay oval package illustrated. Others are on the top of the drum and can be of almost any shape but surely in keeping with the design of the package as in the Marly box, for example. The Hudnut face powder boxes have the window on the side of the box underneath the cover as in the "Gemey" package, illustrated,



although the window does not show in this picture. Dorothy Gray's off-square box has its window also in the top of the drum which is always removed when the powder goes to work.

I have selected these four lovely boxes as truly representative of fine powder packages on the market today. Only one, the "Gemey," has an all over design on the box wrap which is uniform with the rest of the "Gemey" line. It also has the additional decoration of relief, silver-covered oblongs which add tremendously to the individuality and charm of the package. The Marly box, which, by the way, adapts its trade mark design to the window on the drum, is covered in a paper simulating watered silk and with perpendicular decorations introducing another color. The Dorothy Gray box is in two plain colors only and adds a touch with a monogrammed bottom fastening. The Veolay box also is in two plain colors.

While these boxes all have a machine process, most of them are a combination of machine and hand making. The additional touches of the hand operations often add so much to a package that the cost is negligible compared to the increased eye appeal.

Another point which is vital in the planning and producing of a good box is the selection of the wrap. There are a great many times when a well-selected stock wrap will save the unnecessary expense of a specially made up wrap. While some box makers seem to be quite gifted in such selection, perhaps it would be just as well for the manufacturer to pay more attention to it. Paper manufacturers and jobbers are continually sending you their samples of new lines as they are introduced and most of them stand ready to give advice, help and cooperation in making such selections.

Some of them have even gone further and made a definite study of the trends in toilet goods and have anticipated them with new papers and color combinations. It is very satisfying to meet with the skill which can select stock wraps and stock shapes and with only the addition of some other element turn out what seems to be an utterly new package. Such a package should invariably be less expensive in the end to manufacture, but a safer one in which to launch a new product. Another margin of variation that the designer, stylist or just plain manufacturer has at his command is the use of a stock paper design in an original color combination, kept for his use alone. It seems wise to make use of the services at one's command from the paper manufacturer and to aim at individuality, striving for it and not giving up when the first useable sample is shown.

I have selected the Primrose House dusting powder box as another example of fine box making in its type of box. This package has a gay decorative wrap, especially designed and most appropriate. It is altogether one of the most refreshing new packages of its kind on the market. The Kent military brush box with its "King's Guard" tin soldier offers a new wrinkle in display value as well as in good box making.

The hand-made box has, of course, many refinements which the machine-made box lacks, and in the group of hand-made boxes there is practically no limit to the materials that can be used either in the box itself or in its decoration. Let the importance of the product (value, price, tempo) dictate the style of box. Stay within the range which is suitable for the product so

that it will be neither overdressed nor underdressed. But if it is to be an expensive item such as a beautiful perfume in a beautiful bottle, then glorify it with a beautiful box. In expensive boxes (sometimes even made of wood, covered with metal, leather, cloth or some other appropriate material) and often with a secondary use, the original cost of the box should not be considered as much in the light of an expense as in the light of an appropriate housing for the product. If the box you have finally selected costs you, let us say, \$1.50 each (and is worth it) and if the appropriation for the box has not been overstepped, don't try to cut down on the last twenty-five cents because therein may lie the difference between the perfect perfume package and the second-rate package. The time and labor for the dollar and a quarter box would be the same as for the dollar-fifty box, but the elements of finish, quality of materials, handicraft, custom-made-ness would be lacking.

Generally speaking, the more expensive boxes are used for perfumes only. The three examples illustrated show what could be called the three basic cost groups. The first one, unlabeled and not in use at the present is an excellent example of a combination machine- and hand-made low price box. The base is well-designed and made and sufficiently sturdy. The cover which could use any one of many stock wraps in addition to the gold (or other colored border) is well proportioned. Next is the very lovely "Springtime in Paris" package by Bourjois. The base sits on four metal ball feet and within it is satin-lined and padded. Two plain colors, pink and blue, decorate it and it becomes a gay and worthy carrier for a superior perfume. Marly's package for "Adagio" perfume is a regal box wrapped in beige leather, satin pillowed within with dais of beige leather and velvet on which the bottle rests. Its note of elegance and restraint indicates at once to the customer that here is a luxury perfume. The package is, of course, entirely hand-made.

I have made but a very small selection from a very wide range of boxes, but they extend from the purely machine-made to the entirely hand-made. Each one is worthy of comment for its high position for appropriateness and sales appeal within its own particular field. Still there is room on the market for much that has not yet been done in the direction of creating original packages.

A few boxes with plastic bases have come on the market and I hope there will be more. We have had variations of paper base and metal cap in face powder boxes, but still that avenue is open for more originality. And I think it is about time to think in terms of decoration for packages which are especially suitable for the individual product. Why not some cork appliqué and cork bases for bath salts and dusting powder packages? Or plastic bases which, when the product is used up, can be removed from the paper box and used as ash trays, etc. I want to see interesting bands and wires of metal, chromium, copper, etc., decorating packages and other materials (of which there are many) put to work in packages.

The indications are fairly obvious that the closer the manufacturer works with the boxmaker, cooperating in the ways so necessary, the more often the boxmaker will return to him a finished package of higher calibre and lower mortality.



# New Products and Packages

**I**N the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have

recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.



## Yardley's Unique Container

"Lavendomeal," a new water softener, has just been introduced by Yardley & Co., Ltd., New York, in a unique wooden drum made of English brown birch, as shown above. The drum will not warp or soften, it is said, and is decorated with Yardley's familiar paper label.



## Weil Presents New Packages

The handsome "twisted" glass bottle shown at the upper right contains the new "Zibeline" eau de Cologne of Parfums Weil, New York. It has a gold metal sprinkler top and stamped gold metal labels. The smaller bottles are the new sport size of "Zibeline" perfume whose attractive paper boxes simulate a wood finish.



## Brilliant Brilliantine Bottle

Finger-tip depressions in the sides of the glass bottle, shown in the center at the right, suggest a sure-grip when using the brilliantine of the S-P Laboratories, Dallas, Tex. The bottle is pleasing in appearance with its modern, printed paper label and black metal cap.

## Marie Earle Redesigns Line

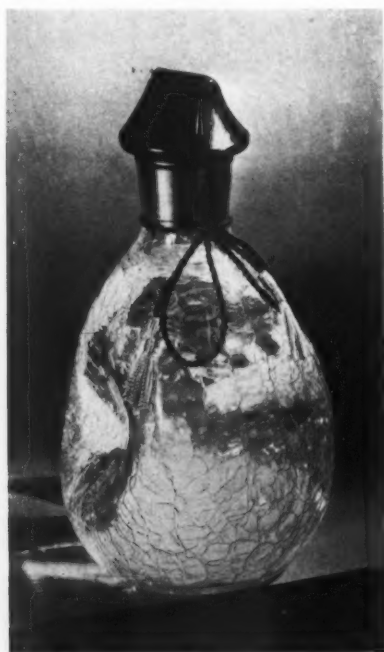
New caps and new labels have done wonders to the line of Marie Earle, Inc., New York, shown at the right. The caps are plastic—a charming Mayapple green in color. The new paper labels are cream-tinted, printed in gold and green with a single red-petalled flower motif.





### Shaving Kit by Barbasol

Illustrated above is the handsome new shaving kit which the Barbasol Co., Indianapolis, is offering in its radio broadcasts in return for an empty carton of the full-sized Barbasol shaving cream. A feature of the paper box kit is the razor whose handle is made of molded plastic material.



### A Handsome Cologne Decanter

Puritan Cosmetics, Inc., St. Louis, has chosen an unusually attractive decanter of crackle-finish glass for its cologne, as shown above. A feature of the bottle, whose only other decoration is a gold metal neck label, is the pinched-in sides which insure a firm grip. The cork stopper is sealed with transparent brown cellulose.

### Marshall Field Offers New Items

Marshall Field & Co., Chicago, has added a number of new "Blue Rose" items to its "Lanchère" family. One of the most outstanding is the new metal talcum container, shown below, which is triangular in shape making it hard to tip over. The other two packages shown, the face powder and dusting powder, come in paper boxes of a pebbly texture, finished entirely in "Schooner Blue" except for the outer edges which are in silver.



### Spring Package by Cheramy

The month of April will be appropriately gay with the new "Two for One" "April Showers" package, according to Cheramy, Inc., New York, its sponsor. The new package consists of a standard box of "April Showers" face powder with a specially created flacon of "April Showers" extract tied to its cover with a colorful ribbon. It is said to have met with gratifying acceptance.

### Unusual Cosmetic Containers

Most unusual containers are being used by the Olo-Vit Laboratories, New York, for its new product, "Olo-Vit." The glass containers, as shown below, are ordinary test tubes dressed up with silver and black metal labels. The tubes are closed with corks which are sealed with glossy black cellulose and a silver and black band of the same material. The outer cylindrical container is of black wood, decorated with bands of metal with polished chromium finish. The package is outstanding in its originality and is strikingly effective.



### Renaud's New Powder Packages

Among the new packages recently placed on the market by Renaud et Cie, Boston, are a dusting powder and a make-up powder set, shown below. Both come in paper boxes of an attractive light shade of green, trimmed with gold. Small spherical, copper-colored metal labels appear on the covers. The make-up set enables one to blend three shades of powder to the desired shade.

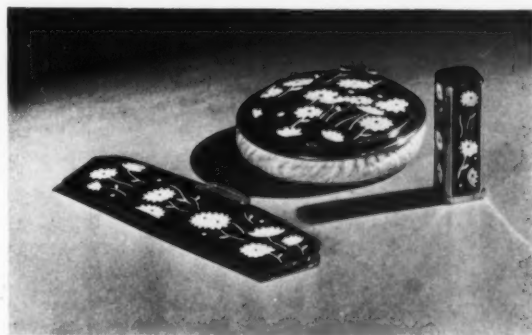


### Sage Announces New Nail Polish

Peggy Sage, Inc., New York, has recently announced a new mahogany nail polish which is packaged in the familiar containers of the company. The new item is an opaque polish of a rich red shade with a mahogany cast. Miss Peggy Sage, head of the company, says the polish can be worn by blonde or brunette, but is not recommended for all red-heads.

### Volupté Presents Sport Ensembles

A series of compact, lipstick and comb ensembles, whose finishes have been copied from the smart sport dress fabrics of the season, has been brought out by Volupté, Inc., New York. The metal containers in the attractive set shown below have been finished in a black and white wind-blown flower design. Other designs are polka dot, uneven sport stripes, plaids, gingham checks and berry prints. The compacts come either in the leather pouch style, as shown here, or all-metal.



### Ayer Introduces Nail Grower

A new nail growing preparation has been brought out by Harriet Hubbard Ayer, Inc., New York. It is packaged in a petite decagonal transparent glass jar, set off by a lustrous, gold-colored metal closure. The package comes in a white and black carton similar to the firm's other boxes.



### Bourjois Presents New Toilet Water

Another package designed with an eye on slippery surroundings in bathrooms is the new "Evening in Paris" toilet water bottle put out by Bourjois, Inc., New York. The blue glass container is shaped especially for safe handling. The silver of the metal sprinkler top and metal label combines with the blue for a striking color scheme.

# Raw Material Groups Form Association

THE Natural Organic Products Association, Inc., has been organized to co-relate the work of several of the smaller industries serving the drug and chemical trade. These industries are anxious to operate under the National Industrial Recovery Act and had organized associations and some of them had applied for codes under the N.R.A. In each case, however, it was found that the number of firms in the industry and the number of employees were scarcely large enough to warrant the promulgation of an individual code, and the suggestion was made by N.R.A. officials that a group comprising a number of these smaller industries be formed and a joint code approved which would cover the operations of all of them.

The new association was organized at a meeting in

Young, Jr., Paul Dunkel, T. G. Flavelle, R. Kaiser, Ellis Meer; *botanical drugs*: S. B. Penick, J. B. Gruman, J. L. Hopkins, H. F. Klock, Richard Prentiss, J. A. Velsor; *spirit and oil soluble gums*: H. E. Hendrickson, T. Jay France, J. T. Gillespie, O. G. Innes, A. J. Wittenberg.

These committees have collaborated with the officers in drafting a code of fair competition. The wage and hour provisions of this code are uniform for the entire group and each of the industries represented has filed supplemental provisions covering the particular trade practice rules for its industry.

Mr. Schlotterer has arranged a hearing in Washington with the N.R.A. officials on April 20, at which time the code will be presented and arguments heard



H. G. WEICKER  
(President)



C. F. WALDEN  
(Treasurer)



R. C. SCHLOTTERER  
(Secretary)



A. D. ARMSTRONG  
(Essential Oils)

New York City on March 20. It comprises the essential oil industry, the vanilla bean industry, the water soluble gum industry, the botanical drug industry and the spirit and oil soluble gum industry. Constitution and by-laws have been adopted and officers and directors elected. Herman G. Weicker, vice-president of Dodge & Olcott Co., New York, was chosen first president of the new organization. Charles F. Walden, of Thurston & Braidich, New York, is treasurer, and Ray C. Schlotterer, who is associated with New York Board of Trade, Inc., is secretary.

The board of directors consists of one member from each of these industries. A. D. Armstrong, secretary of Fritzsche Brothers, Inc., New York, represents essential oils; Ferdinand Weber, of George Lueders & Co., New York, vanilla beans; J. Edward Young, Jr., of Thurston & Braidich, water soluble gums; S. B. Penick, president of S. B. Penick & Co., New York, botanical drugs, and H. E. Hendrickson, of S. Winterbourne & Co., spirit and oil soluble gums.

Code committees have been organized in each of the industries under the chairmanship of a divisional vice-president in each case. Members of these code committees are *essential oils*: A. D. Armstrong, Edward V. Killeen, Percy C. Magnus, Harry C. Ryland, Fred H. Ungerer; *vanilla beans*: Edward Buckley, Francis T. Dodge, J. Manheimer, C. P. Smeltzer, Henry Salomon, Ferdinand Weber; *water soluble gums*: J. Edward

in its support. Those opposed to any provision of the code will also be permitted to appear in opposition. The code as submitted calls for a 40-hour week with certain exemptions in the case of technical work or emergency periods and a basic wage rate of 35 cents per hour. It contains, as well, the prescribed provisions of all N.R.A. codes regarding child labor, collective bargaining, etc.

The code committees, as reported above, will act as temporary divisional code counselors for their respective industries and each of them may appoint one member to serve temporarily upon the code authority. Provisions for the election of a permanent code authority are also included in the code. Trade practice provisions covering the sections of the association of interest to our readers follow. These provisions are those which have been approved by the several divisions of the association and are subject to such modifications as may eventuate after the Washington hearing.

## Essential Oils

### TRADE PRACTICE RULES

**Rule 1.** No member of the division shall use advertising or selling methods or credit terms which have the capacity or tendency to deceive or mislead the customer or prospective customer.

**Rule 2.** No member of the division shall withhold



from or insert in any quotation or invoice any statement that makes it inaccurate in any material particular.

**Rule 3.** No member of the division shall brand or mark or pack any commodity in any manner which tends to deceive or mislead purchasers with respect to the brand, grade, quality, quantity, origin, size, material content or preparation of such commodity.

**Rule 4.** No member of the division shall use advertising or other representation which refers inaccurately in any material particular to any competitors or their commodities, prices, values, credit terms, policies or services.

**Rule 5.** No member of the division shall give, permit to be given, or directly offer to give, anything of value for the purpose of influencing or rewarding the action of any employee, agent, or representative of another in relation to the business of the employer of such employee, the principal of such agent or the represented party, without the knowledge of such employer, prin-

month period from the first day of the month following purchase.

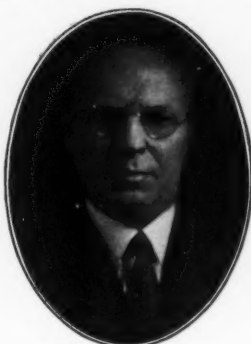
(d) That cash discount shall not exceed one (1) per cent for payment in ten (10) days.

(e) The net terms of payment shall not exceed thirty (30) days.

(f) No brokerage fees shall be allowed to individual manufacturers, wholesale or retail dealers, but one (1) per cent brokerage may be paid to established brokers and organizations acting as buying agencies for a group of houses of one industry.

(g) No member of the division shall ship on consignment except as may be permitted by the Divisional Code Council.

**Rule 9.** (a) Any natural impurity in or sophistication of a product of which a member of the division knows or has reason to know or could reasonably determine shall be clearly set forth on the label and invoice for said product.



E. S. BUCKLEY  
(Vanilla Beans)



J. EDWARD YOUNG, JR.  
(Water Soluble Gums)



S. B. PENICK  
(Botanicals)



H. E. HENDRICKSON  
(Spirit Soluble Gums)

cipal or party. This provision shall not be construed to prohibit free and general distribution of articles commonly used for advertising except so far as such articles are actually used for commercial bribery as hereinabove defined.

**Rule 6.** The unauthorized use of a copy, counterfeit, or colorable imitation of the trade mark, label, or identifying name or device of the product of another which has the tendency and capacity to mislead purchasers or prospective purchasers is an unfair trade practice.

**Rule 7.** No member of the division shall secretly offer or make any payment or allowance of a rebate, refund, commission, credit, unearned discount or excess allowance, whether in the form of money or otherwise, for the purpose of influencing a sale, nor shall a member secretly extend to any customer any special service or privilege not extended to all customers of the same class.

**Rule 8.** Each member of the division shall abide by the following terms and specifications of sale:

(a) No deviation shall be made in terms of sale as specified in sale contracts.

(b) No guarantee or protection in any form shall be given a customer against decline in the market price of any product.

(c) Each member of the industry shall use a contract form which states delivery specifications, price, style and size of container, delivery point and terms of sale. No contract shall endure for longer than a six-

## Vanilla Beans

### TRADE PRACTICE RULES

**Rule 1.** No member of the division shall use advertising or selling methods or credit terms which have the capacity or tendency to deceive or mislead the customer or prospective customer.

**Rule 2.** No member of the division shall withhold from or insert in any quotation or invoice any statement that makes it inaccurate in any particular.

**Rule 3.** No member of the division shall brand or mark or pack any commodity in any manner which tends to deceive or mislead purchasers with respect to the brand, grade, quality, quantity, origin, size, material content or preparation of such commodity.

**Rule 4.** No member of the division shall use advertising or other representation which refers inaccurately in any material particular to any competitors or their commodities, prices, values, credit terms, policies or services.

**Rule 5.** No member of the division shall secretly offer or make any payment or allowance of a rebate, refund, commission, credit, unearned discount or excess allowance, whether in the form of money or otherwise, for the purpose of influencing a sale, nor shall any member secretly extend to any customer any special service or privilege not extended to all customers of the same class.



**Rule 6.** No member of the division shall ship commodities on consignment, except as may be permitted by Divisional Code Council.

**Rule 7.** No member of the division shall attempt to induce the breach of an existing contract between a competitor and his customer or source of supply; nor shall any such member interfere with or obstruct the performance of such contractual duties or services. Nothing in this rule shall qualify Section 7 (a) of the Act or obstruct the free exercise of the rights of collective bargaining therein guaranteed.

**Rule 8.** No member of the division shall repudiate a contract entered into in good faith when the purpose of such repudiation is to create for such member an unfair price advantage.

**Rule 9.** Each member of the division shall abide by the following terms and specifications:

(a) The cash discount shall not exceed one (1) per cent for payment in ten (10) days except where it takes longer than ten (10) days to make deliveries and in such cases the cash discount period shall not exceed thirty (30) days.

(b) The net term of payment shall not exceed thirty (30) days except where it takes longer than ten (10) days to make deliveries, and in such cases the net term of payment shall not exceed forty-five (45) days.

(c) No guarantee or protection in any form shall be given a customer against decline in the market price of any product.

(d) Merchandise, except for delivery within metropolitan limits, shall be sold on a delivery basis from home office of seller ex-dock, ex-warehouse, or f.o.b. carrier.

(e) Failure to specify the quantity and quality at time of sale. No option of maximum or minimum quantity allowed.

(f) No brokerage fees shall be allowed to individual manufacturers, wholesalers or retail dealers.

(g) No contract shall endure for a period in excess of six (6) months.

## Water Soluble Gums

### TRADE PRACTICE RULES

**Rule 1.** No member of the division shall use advertising or selling methods or credit terms which have the capacity or tendency to deceive or mislead the customer or prospective customer.

**Rule 2.** No member of the division shall withhold from or insert in any quotation or invoice any statement that makes it inaccurate in any material particular.

**Rule 3.** No member of the division shall use advertising or other representation which refers inaccurately in any material particular to any competitors or their commodities, prices, values, credit terms, policies or services.

**Rule 4.** Each member of the division shall abide by the following terms and specifications of sale:

(a) The cash discount shall not exceed one (1) per cent for payment of cash in ten (10) days (U. S. funds).

(b) The net terms of payment shall not exceed thirty (30) days net (U. S. funds).

(c) No guarantee or protection in any form shall

be given a customer against decline in the market price of any product.

(d) Each sales contract shall contain a definite expiration date (not later than six (6) months after the date such contract is created) and a specified variance not to exceed ten (10) per cent above definite or minimum quantity; exceptions may be granted by the Divisional Code Council.

(e) Except for deliveries within their metropolitan trading areas, all shipments shall be made f.o.b. Atlantic seaport, cars point of shipment on non-processed gums. In case of processed gums New York metropolitan district, or f.o.b. cars, New York.

**Rule 5.** No member of the division shall secretly offer or make any payment or allowance of a rebate, refund, commission, credit, unearned discount or excess allowance, whether in the form of money or otherwise, for the purpose of influencing a sale, nor shall a member secretly extend to any customer any special service or privilege not extended to all customers of the same class.

## Botanical Drugs

### TRADE PRACTICE RULES

**Rule 1.** No member of the division shall use advertising or selling methods or credit terms which have the capacity or tendency to deceive or mislead the customer or prospective customer.

**Rule 2.** Each member of the division shall abide by the following terms and specifications of sale:

(a) The cash discount shall not exceed one (1) per cent for payment within ten (10) days from date of shipment.

(b) The net terms of payment shall not exceed thirty (30) days from date of shipment.

(c) No guarantee or protection in any form shall be given a customer against decline in the market price of any product.

(d) Crude and milled botanical products, except for delivery within metropolitan districts, shall be sold on a delivery basis of ex-dock and ex-warehouse, or f.o.b. carrier. All pyrethrum products, except unground pyrethrum flowers, are exempt from this provision.

(e) Each sales contract shall contain a definite expiration date and quantity and a specified variation in quantity not to exceed ten (10) per cent above definite or minimum quantity.

**Rule 3.** No member of the division shall secretly offer or make any payment or allowance of a rebate, refund, commission, credit, unearned discount or excess allowance, whether in the form of money or otherwise, for the purpose of influencing a sale nor shall a member secretly extend to any customer any special service or privilege not extended to all customers of the same class.

**Rule 4.** Allowances for weights of all containers shall be in accordance with provisions of the official Tares of the New York Board of Trade.

## Wellcome Wins Pharmacy Medal

Sir Henry Wellcome, of Burroughs-Wellcome & Co., London, England, has been awarded the Remington Honor Medal for 1934 by the American Pharmaceutical Association.

# Flavor Products Code Proposed

A GENERAL code for the flavor products industry which would include manufacturers of flavoring extracts, soda water flavors and other flavoring products has been completed and submitted for approval. The code contains the usual general provisions regarding hours, wages, collective bargaining, child labor and other prescribed matters and in addition a comprehensive set of trade practice rules.

The standard of hours of labor in the industry is set at 40 per week with certain exemptions for rush periods and certain classes of employees. The wage scale ranges from \$14 per week in communities of less than 250,000 population, through \$15 per week in communities between 250,000 and 500,000 population to \$16 per week in communities of more than 500,000 population.

The trade practice provisions which are aimed at the irradiation of evils which have been troubling the industry are as follows:

## Article VI—Unfair Trade Practices

Section 1. *Quantity Price*:—No member of the industry shall offer or make a quantity price unless it is based upon and reasonably measured by a substantial difference in the quantity sold and delivered.

Section 2. *Unearned Discount for Cash*:—No member of the industry shall allow a discount for cash which is not earned by payment in accordance with the cash discount terms specified.

Section 3. *Commercial Bribery*:—No member of the industry shall give, permit to be given, or directly or indirectly offer to give, anything of value for the purpose of influencing or rewarding the action of any employee, agent, or representative of another in relation to the business of the employer of such employee, the principal of such agent or the represented party, without the knowledge of such employer, principal, or party. This provision shall not be construed to prohibit free and general distribution of articles commonly used for advertising, except so far as such articles are actually used for commercial bribery as hereinabove defined.

Section 4. *Service Payments*:—No member of the industry shall pay a trade buyer for a special advertising or other distribution service by such buyer:

(a) except in pursuance of a written contract made in good faith and explicitly defining the service to be rendered and the payment for such service; and

(b) unless such contract is separate and distinct from any sales contract and such payment is distinct and separate from any sales price and is not designed or used to reduce a sales price; and

(c) unless such payment is equally available to all competitive trade buyers under like distribution conditions, in the same trade area; and

(d) unless a copy of each such contract is retained in file for a period of one year. The Code Authority shall be empowered to require a member of the industry to report such contracts made by him and/or to produce a copy thereof for inspection. This section is designed to prevent a secret price concession prohibited

by Section 10 of this Article and shall be strictly construed and applied accordingly.

Section 5. *False Invoicing*:—No member of the industry shall (a) quote a fictitious price or (b) invoice a false price or (c) make any price statement or representation or claim which is designed and/or effective to mislead or deceive the purchaser or to unfairly injure a competitor or (d) pursue locality price discrimination, which is designed, and/or effective to unduly injure competitors.

Section 6. *False Statement about a Competitor*:—No member of the industry shall defame a competitor by uttering false and disparaging statements about him, his business, his prices, or his merchandise, or to unfairly interfere with his business by misappropriating it by unfair methods of competition, or by unfairly enticing away his employees, or by inducing a breach of his contracts, or by any other illegal means.

Section 7. The following shall be standards of sanitation, cleanliness, and general working conditions in the industry:

(a) All factories and/or business establishments shall be properly lighted, drained, plumbed, and ventilated.

(b) The floors, sidewalks, ceilings, furniture, receptacles, vats, bottles and machinery in all factories and/or establishments shall at all times be kept in a clean and sanitary condition.

(c) Adequate protection from flies, dust, dirt, and all other foreign or injurious matter shall be provided for in all factories and/or establishments.

(d) Adequate provision shall be made in all factories and/or establishments for the proper guarding and daily disposal of refuse, dirt, waste products subject to decomposition or fermentation.

(e) All employees in the factory and/or establishment shall be required to keep their clothing in a sanitary condition during all working hours.

In the event that the laws of the jurisdiction wherein is located any factory and/or establishment of any member of the industry, provide more stringent standards of sanitation, cleanliness, and/or general working conditions, factory and/or establishment there located shall not be subject to the provisions of the preceding section.

Section 8. *Price Discrimination*:—No member of the industry shall discriminate in price between trade buyers. The term "discriminate in price" as used in this section, means directly or indirectly charging a different price to trade buyers of the same quantity, quality, and grade, who are located in the same competitive market, and who are members of the same distribution class as to service required from the seller and/or rendered by the trade buyer.

Section 9. *Destructive Price Cutting*:—No member of the industry shall engage in destructive price cutting. The term "destructive price cutting" as used in this Section, means (a) the practice of offering or selling a product below cost as determined by the cost accounting system to be provided under Article VII, Section 1, subsection (i), except to meet the price of competitors whose prices do not violate the provisions

of this Code; or (b) any price cutting intended or effective unduly to discriminate between purchasers or localities or unduly suppress competition, or to create a monopoly; or (c) the quotation of a fictitious price or the invoicing of a false price; or (d) the making of any price statement or representation which is false or fraudulent.

Section 10. *Diversion of Sales Compensation*:—No member of the industry shall pay a brokerage to any wholesaler or retailer nor pay to any wholesaler or retailer any part of the compensation of his (the manufacturer's) food broker. No part of any commission or compensation paid for sales service shall be used to reduce the price of the merchandise for the sale of which the said commission or compensation was paid. It is provided, however, that nothing in this section shall be so construed as to forbid payment of a brokerage to any business unit performing brokerage functions, or to representatives of cooperative buying organizations.

Section 11. *Compulsory Purchase*:—No member of the industry shall compel the purchase of one product in order to purchase or obtain another.

Section 12. *Unfair Substitution*:—No member of the industry shall substitute without due notice and consent of a trade buyer another product for that ordered from him.

Section 13. *False Advertising*:—No member of the industry shall (a) sell a product falsely or deceptively labeled or marked; or (b) falsely or deceptively advertise a product; or (c) use a container intended to deceive or give short weight or measure or count.

Section 14. To offer or give prizes, premiums, gifts, or anything of value in connection with, or as an inducement to the sale of products of the industry, except as otherwise specifically allowed by this code.

Section 15. No member of the industry shall allow a buyer any rebate on floor stocks in the event of a decline in seller's price of flavoring products or allied products, excepting on products shipped within ten (10) days of such decline in price, or on products in transit at the time of such decline, and provided further that if any such rebate on floor stocks is granted to one trade buyer, a like rebate shall be granted to all trade buyers.

### Code Authority

The code is to be administered by a Code Authority of seven members, two to be elected by and from the household and bulk flavoring extracts division, two from the fruit and flavoring syrups division and two from the soda water flavoring division, while the Administrator shall select one to represent companies not members of the trade associations in these respective divisions.

There is also a provision for divisional code authorities which may be established by any of the several divisions and may prepare division trade practice rules which, upon approval, will become a part of the code but applicable only to the particular division for which they were drawn.

### Toot! Toot!

But to-day his perseverance was rewarded when a buick and doe came prancing in his direction.—*New Brunswick (N. J.) paper.*

## COSMETIC FOLLIES

*Discovered at*

The Toilet Goods Counter

**J**UST what does the public think of your merchandise? What does she tell the sales girl about it? What does the salesgirl herself think?

In an effort to find the answers to these questions, we have arranged with a real live sales person to tell her experiences and observations. Necessarily, she must be anonymous. *These are her comments:*

### About Over-Selling

Just a few days ago, a customer returned over sixteen dollars worth of preparations she was inveigled into purchasing by an over-anxious sales person. She didn't even remember why she made the purchase and practically forgot she owned the merchandise! We are all hoping the days of over-selling a customer are over and may they never come back!

### What About Powder "Weight"?

And face powder, that all important accessory to the complexion, is subject to complaint because of the various "weights". Some of the powders are entirely too fine to stay on one moment and naturally they are not satisfactory. I think a medium weight powder is satisfactory to all. A heavy weight powder comes back to the counter because the customer complains that the pores are showing and the skin appears to be showing the "lines." This type of complaint brings up the sale of the proper foundation and if the customer is at all willing to listen to reason, I can demonstrate the results of make-up with the use of a foundation.

### Foundation Cream Advisable

But every line I have does not contain a foundation cream that is satisfactory. Some are too oily, thus giving the skin a shiny appearance which is not a bit helpful. Others leave a "whiteish" coating. They are too heavy and need super-professional aid to show proper results. I believe every line should contain a high grade foundation cream, as it is a real life-saver to the numerous face powder complaints.

### Color Selection in Rouges

With rouge the complaints run chiefly into the color selection. A customer insists on a definite bright shade because her friend used that particular shade. But after she tries it on her skin, it's too bright or too dark. I think this type of complaint could be prevented if I were given a little chart that would illustrate about 25 different types of coloring. This number possibly would take care of practically every rouge customer. And the correct method of applying rouge helps to prevent many complaints. And the chart will prevent the incorrect selection of lipsticks also, as far as color goes.



# Chemical Society Meets in South

**A**TTENDED by scientists from all sections of the country, the American Chemical Society held its eighty-seventh meeting in St. Petersburg, Fla., March 25 to 30. Of unusual interest were the meetings of the divisions on organic chemistry and agricultural and food chemistry. In the latter division an interesting symposium on citrus fruits was held on March 28.

Tuesday evening, March 27, was featured by an address on "Your Nose Knows," by Prof. Marston T. Bogert of Columbia University, New York. Pointing out the advantages which many industries would derive from a campaign to solve odor problems, Prof. Bogert said, in part:

"There is a great variety of industrial products the unpleasant odor of which can be destroyed or replaced by an agreeable one. This is illustrated by the experience certain European manufacturers had trying to compete in the world markets against the famous camel-hair shawls of India. The Indian shawls were always high-priced. Not so many years ago similar shawls were woven in Europe, equal in all respects to the Indian, except that they lacked the right odor. The scent told instantly whether the shawl was genuine Indian or not. It wasn't until European manufacturers found that the Indians scented their product with oil of patchouli that they could hold their share of sales.

"Business executives are awakening to the fact that an appeal to the nose is often more potent than an appeal to the eye. 'Sell by smell' is becoming a new commercial slogan.

"Many products need treatment in this respect. There is the characteristic bad odor of linoleums and similar goods. Some textiles have the same fault. The nose plays an important part in daily life and business men see that the customer's nose knows."

Numerous scientific papers of wide interest were presented. The following are abstracts of those of primary interest to our industries. The papers were given before the divisions on organic chemistry and at the symposium on citrus fruits.

**The Assay of Oil of *Chenopodium*.**—Francis D. Dodge, Dodge & Olcott Co.—The essential oil of *Chenopodium ambrosioides* (American wormseed) contains, as major constituent, ascaridole, a unique and extraordinary compound, having the composition  $C_{10}H_{16}O_2$  and properties best explained by the assumption that it is a terpene-peroxide.

The present assay reactions are rather obscure and not altogether satisfactory. A smooth controllable reaction is necessary. It has been observed that dilute solutions (0.5 M) of bisulfites (in contradistinction to concentrated solutions) react slowly but completely with ascaridole, which provides a useful method for the examination of the oil. Some modifications in procedure are, however, necessary.

The products of the reaction are not yet identified, but their constitution as well as that of the original oil offers an interesting study, which is being continued.

**Florida Grapefruit Oil.**—E. K. Nelson and H. H. Mottern.—An investigation of grapefruit oil, prepared by the Pipkin oil machine, showed that it contains approximately 90 per cent of limonene, 2 to 3 per cent of oxygenated, volatile constituents and sesquiterpenes, and 7 to 8 per cent of nonvolatile, waxy materials. In the terpene-free oil the following constituents were identified; octyl and decyl aldehydes, geraniol and octyl alcohol (both free and as acetates), cadinene, and small quantities of citral and methyl anthranilate.

Analyses failed to show any differences between oils from hot peel and from cold peel. Experiments on the preparation of terpeneless grapefruit oil are described. The most successful method consisted of removal of the limonene, extraction of the light-boiling aldehydes from this, and adding them to the oil obtained by a steam distillation of the residue, freed from most of its limonene, this distillation being carried out in a special apparatus.

**Preservation of Orange Juice by Deaeration and Flash Pasteurization.**—Harry W. von Loesecke, H. H. Mottern, and George N. Pulley.—Orange juice is preserved by extracting the juice from the fruit by slow reaming, immediately deaerating, and then flash pasteurizing at about 96° C. (205° F.), filling into the containers at 77-82° C. (170-180° F.), and then vacuum closing. If the vacuum at closing is between 12-14" there is little danger of boiling over. The containers are then rapidly cooled. Juice thus prepared has a satisfactory aroma and taste after ten months' storage at 16° C. (60° F.).

**Citrus Juices from the Bottler's Standpoint.**—J. H. Toulouse.—Two general problems confront the bottler in the manufacture of carbonated beverages containing fruit juice. One relates to the standardization of the beverage and its cost, and is a problem for all bottlers as a group. The other is concerned with his individual problems in the technic of bottling beverages containing fruit juices and the additional precautions that may be necessary to prevent spoilage. For the latter, recognition of the causes of biological and chemical changes that may take place is necessary. The effect of the cost of the fruit juice added to the beverage on the selling cost of the beverage itself is very important. Of the total sales price, the portion represented by the cost of ingredients, which includes fruit juices, other flavors, sugar, citric acid, and color, has a more or less well-defined maximum.

**Studies on Vitamin C in Citrus Fruits.**—E. M. Nelson and H. H. Mottern.—During the past few years the Protein and Nutrition Division of the Bureau of Chemistry and Soils and the Food Research Division of the same bureau have been conducting investigations with respect to the vitamin C content of citrus fruits which have a definite bearing on cultural and commercial practices. Papers have been published showing that spraying trees with lead arsenate reduces the vitamin C content of the fruit and that orange juice can be frozen quickly in an atmosphere of air, oxygen, or nitrogen and stored for 10 months without a significant loss of vitamin C.

# Cosmetics at the British Industries Fair

by H. Stanley Redgrove, B.Sc., F.I.C., F.R.H.S.,

Author of

*"The Cream of Beauty," and Other Works*

HAVING its origin in a modest display of British-made goods, organized by the Board of Trade in 1915, as a temporary effort to meet a war-time emergency, the British Industries Fair, now held annually at Olympia and the White City, London, and at Castle Bromich, Birmingham, has grown into the largest trade fair in the world. So far as perfumery and cosmetics are concerned, the industry which is now assuming dimensions of first-class importance in Great Britain, the 1934 Fair, which opened in February, cannot be described as truly representative. For, although a number of leading firms exhibited, those unrepresented were also numerous. Nevertheless, the impression gained at the Fair that during the past year efforts have been mainly directed in two specific directions is probably true of the industry as a whole. These two directions are: cheaper products and improved packaging.

Perfumes of a definitely floral type, which are supposed to be "so English", still maintain a high measure of popularity. As exhibits of this class, mention may be made of Bathe's "Devon Violet" perfume, which is now packed in containers of Watcombe pottery, Bromage's "Flower Petal" perfumes, Zenobia "True

Flower" perfumes, and Potter & Moore's ever popular "Mitcham Lavender" series. The last are well known in the United States, the firm being represented there by the Groville Sales Corp., New York. New lines recently placed on the British market by Potter & Moore, Ltd., and exhibited at the Fair, include "Frozen eau-de-Cologne" and "Frozen Lavender," packaged in frosted glass tubes with plastic screw caps.

Some other types of perfumes, however, were to be seen, notably the well-known "Ambré Divin," "Georgian" and "Blue Lilac" perfumes of T. F. Bristow & Co., Ltd., which now offers toilet soap, foundation cream, talcum powder and bath crystals in the same range of odours.

Cussons, Sons & Co., Ltd., has adopted a strikingly bold package for the "Ravon de Paris" series of perfumes. The colors are red and blue, in two masses separated diagonally, and decorated with a small seal. The design has been devised to harmonize with the present "military" styles in women's dress.

In connection with packaging, the Fair demonstrated, in no uncertain manner, how the use of molded plastics is spreading for this purpose. A number of firms, including the Viscose Development Co., Ltd., Moore's





Mouldings Co., the British Xylonite Co., Ltd., the Streetly Manufacturing Co., Ltd., etc., had displays of various cosmetic containers, including rouge pots, cream jars, lipstick containers, shaving soap containers, etc., molded in "Pollopos," "Beetle," "Bakelite," "Crayonne," "Bexoid," and other plastic materials. Mention, too, in this connection should be made of the beauty boxes, in nickel plate, inlaid with plastic material, exhibited by Marris's, Ltd., one of which was bought by the Queen.

Of special interest were certain special containers and what may be called beauty "gadgets", made wholly or partly of plastic material. The Viscose Development Co., Ltd., showed a new type of box molded in one piece, containing two compartments for eyelash black and brush respectively, and fitted with a sliding lid. The Impex Co. showed a new automatic cream container for the handbag, the design of which has been patented throughout the world. This works on somewhat the same lines as powder sifter boxes of the rotating type, a rotation in one direction releasing cream, and a rotation in the opposite direction sucking it back should too much have been released. This firm is represented in Canada by Levetus, of Toronto, and is especially well known for its styptic pencils and alum blocks, which, along with other interesting lines, were displayed at the stall.

Finally, in connection with the use of plastics for making beauty "gadgets", mention should be made of "Massola", a new type of massage appliance, with a reservoir for the cream, which was exhibited by Moore's Mouldings Co.; and a combination propelling pencil, eyebrow pencil and lipstick, marketed by the Altura Pen & Pencil Co., and exhibited by the British Xylonite Co., Ltd., of whose specialty, "Lactoid", the "gadget" is molded.

Soap exhibits call for special mention, since British-made soap has for long been held in world-wide esteem. Some firms which one expected to see were not represented; however, interesting displays of toilet and bath soaps were made by Cussons, Sons & Co., Ltd., Charles Midgley, Ltd., and several other well-known firms. Charles Midgley made a special display of soap eggs for the Easter trade, each egg being combined, in an artistic manner, with some article of utility, such as a serviette ring, egg cup or lady's crêpe-de-chêne handkerchief. A novelty intended for the export trade was an imitation Christmas bon-bon containing one of these handkerchiefs and a cake of soap.

Let us turn to raw materials, which logically, perhaps, should have received first consideration. In the Empire Section there were displays of diverse aromatic products from various British colonies and dominions, including cummin, black cummin, dill, ginger, cardamoms, turmeric, pepper, fennel, etc., from India, as well as a special display showing sandalwood and vetivert oils and sandalwood terpenes arranged by the Trade Commissioner for Mysore, aniseed and cummin from Cyprus, cloves and nutmegs from Zanzibar, etc. Mysore vetivert oil and Zanzibar nutmeg are both rather novelties.

The two leading exhibits of synthetics and other aromatic products for use in perfumery were those of W. J. Bush & Co., Ltd., whose name is well known in the United States, and A. Boake, Roberts & Co., Ltd.

Some essential oils were also shown by Whiffen & Sons, Ltd.; and coloring matters for use in various classes of cosmetics, including lotions, face powders, lipsticks and nail enamels, by Williams (Hounslow), Ltd. A particularly interesting feature of the Bush display was the inclusion of a number of tinctures, such as those of ambergris, castorum, oakmoss, opoponax, orris, etc. Materials of this class were used so successfully by the old perfumers that an attempt to revive their popularity is one that can heartily be wished success.

In connection with raw materials it is interesting to note that considerable work is being done at the present time on acetals, a number of which were to be seen. The odor of these bodies is, in general, fruity and not unpleasant, and some may prove very useful as solvents for use in making nail enamels. At the moment, the solvent powers of only two have been investigated. These are methyl acetal (b. p. 64° C.) and methyl butyral (b. p. 113° C.), both of which have been found to be good solvents for cellulose nitrate and fairly good solvents for resins.

### Beauty Shop Owners Annual Convention

ONE of the most successful of the annual conventions and exhibitions of the International Beauty Shop Owners was held in the Hotel Pennsylvania, New York, March 19-22. Featured by an exhibition of cosmetics and various appliances for the beauty shop which was one of the largest in the history of the organization, the convention presented a well-conceived program which was enthusiastically received by the many beauty shop people in attendance.

A feature was the presentation of the "Post Graduate" lectures under the direction of Mrs. Ruth D. Maurer which included the explanation of various new processes and the solution of many problems common to the beauty shop. There also were lectures on advertising and business procedure in the shop, demonstrations and competitions in hair waving.

Among the manufacturers in the cosmetic field who exhibited at the convention were:

Beauty Products, Inc.; Bestone Laboratories, Ltd.; Blue Bird, Inc.; Boyer International Laboratories; Clairol, Inc.; Conti Products Co.; Contouré Laboratories, Inc.; Coty, Inc.; Davies Young Soap Co.; Eastern Laboratories, Inc.; J. Eavenson & Sons Co.; Eugene, Ltd.; Gabrieleen Co.; Hyman & Hyman; Le Gay, Inc.; Marinello, Inc.; National Oil Products Co.; Nestle-Le Mur Co.; Procter & Gamble Co.; Quality Products Co.; Rap-I-Dol Co.; Rudemar Corp.; Salore Nail Preparations; Shamp-U-Tint Co., and Northam Warren Corp.

### School of Display Commencement

Graduation exercises of the New York School of Display were held at the headquarters of the school in New York City April 5. A showing of the window display work of the students and a tea to the graduates and their friends featured the occasion. The list of graduates is as follows: Larry Kiser, Hendry Smith, Mrs. Mabel Woods Smith, Mrs. Jean Gause Elliott, Mrs. Mary D. Miller, Mrs. Helen Clark Sands, Mrs. Carol Tait, Miss Marty Merritt and Miss Bernice Chambers.

# Editorials

## The American Perfumer

and Essential Oil Review

Trade Mark Registered U. S. Patent Office

*The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.*

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### Cosmetic Code Now In Effect

THE code for the toilet preparations industry went into effect April second. It is in general a good code. It attacks most of the evils of the merchandising of toilet goods and presents sane and sensible solutions for the most pressing problems. One might have wished for somewhat clearer and more simple language in certain sections, notably that devoted to open prices. It might also be urged that PM's are either good or bad and should have been definitely permitted or banned accordingly. The six months' stay of the PM provision, it is stated, was dictated by the belief that the open price section would effectively remove the abuses of the PM system. Many would have liked definite and immediate action much better.

The success or failure of the code now depends upon the way in which it is administered. Unfortunately there are still several conflicting groups in the industry and a large number of houses not connected definitely with any of these groups. A single unified trade association would make the task of enforcement simpler but conditions must be dealt with as they are.

A word of caution in this respect would seem to be in order. It is the opinion of many and doubtless that opinion is shared by the Administration that no single group in the industry, no matter how old or how powerful should in any sense dominate the enforcement of the code. A permanent code authority should be selected on the broadest possible lines, and, insofar as possible, should include every shade of opinion in the industry. Only such an Authority can secure the co-operation necessary for the success of this great experiment.

Above all, those selected to do the actual enforcement work under the direction of the Code Authority should be free of every suspicion of

bias toward or against any group in the industry. Any other course would lead to endless suspicion, wrangling and difficulty.

We congratulate the industry upon its code and upon the prospects of improvement in trade practices which the code signalizes. We are confident that the wise and experienced leaders in the industry will select for its administration the strong, independent and forceful staff which is needed for its ultimate success.

### "Knocking" Violates the Code

AS consistent radio listeners, especially to the splendid programs now on the air through grace of the cosmetic industry, we felt a measure of relief the day the code went into effect. "Now" we reasoned to ourselves, "we shall be free from the type of advertising chatter which has so often offended our ears in the past. We shall no longer hear that the consumer should beware of all other face powders than those of 'Madame So-and-so' or that the mere man should look out for the deleterious properties of all shaving creams but that made by the 'Such-and-such Co.' whose product has been carefully freed from every trace of the injurious substances so common in other brands."

Not only did we feel that this would be good for our ears but that it might be a service to the industry as well. We were sure that no manufacturer would any longer speak of anything but the merits of his own product. "Knocking" was banned by the code and the industry approved the code. Accordingly there would be no more knocking.

From this dream we were most rudely awakened. The same flow of language came from the announcers and the same angle of attack to the sales problem continued. No cosmetic or toilet preparation was good excepting that sold by the sponsor of the particular program to which our receiving set happened to be tuned. Everything else was bad, either by open statement or by implication. One program even closed with the stern warning "Avoid Unsafe Imitations!", voiced with proper emphasis.

The code says that "No member of the industry shall make or cause or permit to be made or published any false, untrue, or deceptive statements by way of advertisement or otherwise concerning the grade, quality, quantity, substance, character, origin, size or preparation of any product of the industry having the tendency and capacity to mislead or deceive purchasers or prospective purchasers or to affect injuriously the business of competitors."

## OUR ADVERTISERS

PENNSYLVANIA COLLAPSIBLE TUBE CO.  
Williamsport, Pa.

AMERICAN PERFUMER AND ESSENTIAL  
OIL REVIEW

432 Fourth Ave., New York City.

GENTLEMEN: We have doubled our advertising space in your magazine as we feel it is more economical to concentrate our advertising in a medium which gives us results than to separate it in publications that only partially cover the prospects we wish to reach.

You will undoubtedly be interested in knowing that we consider THE AMERICAN PERFUMER the best advertising medium for reaching the cosmetic and toilet goods trade. We have been advertising continually in your magazine for the past thirteen years and during that time have used other advertising media, so that our opinion as expressed above is the result of actual experience and comparison.

Yours very truly,

PENNSYLVANIA COLLAPSIBLE TUBE CO.,  
O. B. CASE, Vice-President.

It further says that "No member of the industry shall use advertising or other representation which refers inaccurately in any material particular to any competitors or their commodities. . . ."

Perhaps the legalistic mind could argue that these provisions do not apply in the case of the prevalent form of radio advertising. The lawyer might say that the first cited paragraph referred only to a case in which a manufacturer was describing his own products and such a narrow minded interpretation might be upheld by an equally narrow minded tribunal.

It is equally true that none of these objectionable broadcasts singles out any competitor or his commodities by name and the legalistic mind might again argue that generally misleading statements regarding all products of the industry were permitted.

But the code is greater than any interpretation and the good of the industry greater than any code. If it is to work the benefits which the industry hopes for, it must not be legalistically interpreted. It must be interpreted broadly in the light of the intention of the industry to purge itself of these unfair and unjust practices. Certainly current radio sales talks would fall within either or both of the cited paragraphs if the good of the industry is to be considered as the basis for code interpretation.

We would urge the industry, as we have so many times in the past, to cease this destructive, false and misleading advertising. It aids no one and definitely harms the entire toilet preparations business. If it is not stopped as a voluntary contribution on the part of members of the industry

to the success of their code and the advancement of the general interest, then the Code Authority should step in and put an end to it. "Knocking" violates the code.

## Free Goods and the Consumer

MANUFACTURERS of toilet preparations have long suffered from the prevalence of the so-called "free deal" in the merchandising practices of the industry. Leaders in the industry for years knew that it was harmful although many of them, against their own better judgment, resorted to its use because of a competitive situation in which they were enmeshed and from which they could not escape.

The retailer had been sold the "free deal" so hard that it was only comparatively recently that he began to realize how much he was harmed by it. It was a rude awakening and it is no wonder that the reaction when it came, was more intense on the part of the retail merchant than on that of the manufacturer. Especially in the retail drug trade, through which so large a part of the output of the toilet preparations industry reaches the consumer, has the "free deal" become anathema. This important branch of the ultimate distributors will scarcely hear of the use of free deals now in their dealings with the manufacturers.

The code of the toilet preparations industry, recently approved, bans the use of the deal, classifying it as what it is, an indirect price concession, unless the manufacturer has the hardihood to classify it in his published price list as a payment for services, specifying what services are paid for in this way. It is hard to believe that any will have the temerity to publish his adherence to the "deal" method in this way.

Another phase of the "deal" however, has had too little attention and in many respects it represents the "deal" in its most vicious form, and competition at its very worst. That is the practice of giving to the ultimate consumer so-called "free" goods of one kind or another to induce her to purchase one product in preference to others. The consumer has no protection from this form of deceit in the code or elsewhere. She may actually believe that the toothbrush which comes with the tube of toothpaste is free or that the extra puff with her bath powder is a real gift from the grateful manufacturer. She may even come to expect these "gifts" and to demand them with the result that the retailer loses their sale, a part of the business to which he is justly entitled.

The giving of these premiums or "gifts" deceives the consumer, cuts away a part of the retailer's market, competes unfairly with other members of the industry who do not stoop to the practice, and harms the entire industry by gradually undermining faith in the values and prices of its products.

These are not "free goods". Every one in the industry knows that the consumer pays for them. They are merely the giving of a rebate or price concession in a hidden or indirect manner, not to



the merchant, who is aware of what free goods mean, but to the consumer whose position in the merchandising scheme is the weakest of any from the standpoint of information.

The letter of the code does not prohibit such offers and their accompaniment of unfair competition. Probably the code could not have legislated for the consumer for her dealings are with the retailer and seldom with the manufacturer direct. *There is no doubt, however, that the spirit of fairness which is the only thing which can give life to the code, is directly and brutally violated by this method of doing business.* If goods will

not sell on their merits and at the stated prices, something is wrong with either the prices or the goods. Bolstering the sale with a "free deal" to the consumer will not long save a business founded on such an unstable basis.

Manufacturers, who do not need to resort to such methods for placing their goods in the hands of the consumers, or whose sales efforts along legitimate lines are hampered by the practice, will do the industry a service if they show the consumer how she is being taken in by this "free deal" fallacy, and just wherein the spirit of the code is being violated by those who resort to it.

### Lectures by California Association

THE California Cosmetic Association has been asked to furnish speakers for an experimental program sponsored by the Department of Physics and Chemistry of Occidental College at Pasadena. The program will comprise a series of lectures on chemistry as applied to various major industries, and the series was opened by Dr. F. A. Marsek who gave a technical discussion of various chemical processes entering into the manufacture of cosmetics. He stressed particularly the necessity of choosing raw materials with great care and described testing and analytical methods, following with an outline of the research work necessary to produce worthy preparations.

A second lecture was given by W. Stidston, who told of the extraction of essential oils from plants as well as the use of animal products as fixatives. He also outlined the use of synthetic organic chemicals and their place in the industry. The series is in line with the policy of the college of acquainting its students with the practical as well as the theoretical side of chemistry.

### French Essential Oil Men Elect

The French Central Syndicate of Essential Oils and Aromatic Raw Materials recently held its annual meeting in Paris and re-elected Emile Baubé president. M. Baubé has held this office for some years and is one of the best known figures in the industry. He is a commander of the Legion of Honor. Other officers elected were: vice-presidents, M. Quarré, M. Georges Guiboury; secretary, M. Laridan; assistant secretary, M. Périgné; treasurer, M. Guédant.

An interesting feature of the meeting was the presentation to Gustave Bourbonnais, honorary vice-president of the syndicate, of a gold medal of honor awarded by the Ministry of Industry. M. Bourbonnais was vice-president of the syndicate for some years beginning in 1904 and more recently has been honorary vice-president.

### Better Than Any Two Others

Jesse Galbraith

I consider THE AMERICAN PERFUMER the best publication that comes to my desk. It contains more information of real value than any other two magazines dealing with similar subjects.

### Cosmeticians Meet in New Orleans

"A WOMAN'S perfume should match her personality and coloring," said Mme. Auralea Blume in an address at the American Cosmeticians convention in New Orleans April 9-12.

"Red-heads should use a perfume as noticeable as their hair, brunettes should use rich, spicy odors, and a blond should use lighter, more delicate scents," she said.

Dr. J. Howard Crum, New York city plastic surgeon, talked on "How Beauty May Be Acquired".

"I believe God made soap and water to clean the face with," he said, "and personally I haven't found anything else as effective."

The lectures were accompanied by demonstrations and displays. The Elizabeth Arden products had a prominent position as did the "Glazo" and the "Cutex" manicuring preparations.

The convention was attended by 2,500 delegates. The mezzanine floor and one end of the lobby of the Roosevelt hotel were given over to them for displays, demonstrations and lectures. Temporary beauty parlors were set up in the lobby. Entertainment was provided for the delegates in the way of dances and sight-seeing tours. The convention closed with a general assembly.

### Action on Southern Sales Taxes

While the city of Birmingham was defeating a one per cent retail sales tax, Daytona Beach, Fla., was passing a two per cent city tax and Gov. Sennett Conner of Mississippi was signing a bill passed by the legislature re-enacting the two per cent gross sales tax in that state. Citizens in Birmingham voted against the tax by a majority of four to one. The bill signed by the governor of Mississippi makes the tax a permanent tax in the state, it having been passed two years ago as an emergency levy.

### Panama Lowers Duties on Toiletries

New tariff duties have been established in the republic of Panama by an executive decree of President Arias. One of the most interesting sections of the new tariff act reduces the duty on perfume and toilet preparations. Perfumes, which are imported for sale to the tourists, will pay only 2½ per cent to 5 per cent ad valorem. Face powder, cosmetics and toilet preparations will pay 5 per cent, and toilet soaps 1½ cents per pound to 5 per cent ad valorem.



# A New Field Opened to Perfumery

by Dr. Eugene Charabot  
Paris, France

**A** FEW decades ago, under the impulse of the progress of chemical synthesis, many industries underwent a veritable revolution. The perfumery industry itself, in spite of its very special distinction, shared in the abundant harvest of discoveries made in the domain of organic chemistry. But the application of these discoveries did not at once fulfill the expectations which they had originally aroused. Chemical synthesis, in the unlimited series of substances which it caused to be conceived and realized, did indeed permit us to envision a gamut of products of new odor character. Thus it promised elements of work and possibilities of creating which constantly increased and were constantly renewed. But their utilization became possible only through uniting with them in compounds on their side, the elements of refinement, suavity and harmony which products extracted from flowers alone can impart. These were supplied by the old methods of maceration and enfleurage. The products thus obtained were in a more or less diluted state. To some extent, the perfume of the flowers was lost in the mass of matter, when the original, but rough synthetic products were present, since they exercised a dominating influence hardly compatible with the fundamental requirements of a well-balanced perfume.

A problem arose on which the very future of perfumery depended, together with the benefit which it could derive from the new progress made in the science of chemistry.

The petroleum-refining industry was able to supply a neutral and volatile solvent, petroleum ether. Massignon contemplated using this for the extraction of the essences of flowers by carrying on a methodical exhaustion such as Millon had conceived a long time before. But the products extracted by means of petroleum ether contained, along with the odorous products of the flower, many useless and troublesome substances insoluble in alcohol. They had the same shortcomings as pomades from the standpoint of utility, to add in effective manner the corrective elements of refinement, fixity, and harmony to the note of originality imparted by the synthetic product.

It was then that I thought of isolating the odorous matter itself from these too complex natural mixtures, and I succeeded in doing so without altering the odor and without diminishing its intensity. The new products in maximum concentration, "absolute essences", immediately became popular, opening the doors of the finest perfumery to the synthetic products, which had seemed destined for a less noble future. These latter, constantly improved, permitted satisfying the

ever alert taste of a refined public. Whatever the roughness of the synthetic substance, the absolute essences, powerful and sweet, had all the qualities necessary to cover its coarseness through the addition of their harmonious and delicate strength.

Thus perfumery registered a considerable forward step which has made it one of the finest and most influential industries in the world. But the evolution which developed it so rapidly now seems to be marking time. That is the general law of progress.

The continual search for new synthetic products with original notes does not permit rigorous selection. The mine becomes exhausted. The constant need for creation tends to permit the entry into the series of perfumes of a number of substances whose utilization requires ever more powerful refining elements.

Taking advantage of my experience on the formation of odorous substances, I conceived the idea of bringing to the perfumery industry a new method of giving its creations maximum quality, bearing in mind the evolution brought about through scientific progress.

Absolute floral essences, which should retain a large place in a well-balanced perfume composition, are contributing all they can, since their extraction has now reached the highest degree of perfection.

Therefore, it is the synthetic product that should be corrected or, rather, should be caused to be corrected by Nature by means of these powerful and still mysterious natural methods of creation and transformation.

The perfumes of flowers and, in a more general sense, all natural perfume raw materials, are mixtures, usually very complex, in which minor undetermined constituents play very important parts side by side with the most abundant constituents. Their roles are often even predominant.

Furthermore, certain constituents whose odoriferous roles may seem unimportant, exert a dominant influence from the viewpoint of the harmony of the natural mixture. To a certain extent, they give life to the perfume, while the artificial mixture always retains something of hardness and artificiality which is inconsistent with the complete charm exercised on the olfactory nerves by the perfume of the flowers.

These imponderable qualities give the perfume of the living flower all its attraction.

In the course of the researches which I carried on previously (see Charabot & Gatin, "*Le Parfum chez la Plante*", page 275) it was envisaged that the formation of odoriferous compounds can be modified by the greatly varying biochemical environment and equilibrium, while the means of prolonging the life, or at least the cellular activity of the plant or vegetable



\* French Patent No. 717,445.

organ, is preserved. To state my ideas in this connection precisely, I shall take a simple example:

In the course of a reversible, and therefore limited, biochemical reaction, such as the diastasic reactions (see Charabot & Gatin, "*Le Parfum chez la Plante*") two bodies, for example, are formed. One of them is placed systematically to constitute the medium in which the reaction takes place; the reaction slows up and the diastasic action is modified. Other substances are formed with greater activity. On the other hand, if this body is removed as it is formed, the generative resolution continues, since then the conditions of equilibrium which check the reaction are constantly avoided.

Starting with this theory and the observations which allowed us to establish it, I wondered whether in prolonging the cellular activity of the flowers or other vegetable organs in a constantly renewed favorable medium, these mixtures of normal constituents of the perfume of the plant or vegetable organ, the accelerated cellular activity would not bring about a more powerful natural development of these complementary constituents which form the imponderables, alluded to above.

This idea encouraged me to carry on long and careful research and to guide it in a path which is entirely new, and which has led to the production of odors of absolute originality.

In placing flowers in various chemical media, I succeeded in obtaining exchanges of constituents between these media and the odoriferous cellular contents. Thus the composition of this content was constantly modified; constantly modified also the chemical work which reaches at a new quantity of odorous materials.

It was already known that in the course of enfleurage, that of *jasmin* for example, an exchange takes place between the medium in which the extraction takes place, specifically the grease or oil, and the odoriferous contents of the cells. I had likewise indicated that these exchanges afforded an explanation of the very interesting phenomenon of the differences in composition extracted by a long enfleurage, and the odorous product extracted immediately from the flower by a volatile solvent.

But these observations had never been utilized with a view to the completion by the flower itself of an odorous

substance when brought into contact with the latter in the course of the extraction of the natural perfume.

In resumé, my process, (covered by French Patent No. 717,445), consists in placing in contact with the flowers, odorous compounds which do not prevent their cellular activity; and which are susceptible of permitting the flower to supply other principles, in addition to the normal odorous principles, through modification of the biochemical equilibrium. These compounds, when they are qualitatively different from the principles which normally constitute the essence, impart a character of originality to the ensemble. They often add a remarkable value to the ensemble, flower or composition, when they belong to the category of normal principles found in small amounts in the flower, but whose coefficient of transfer is of great importance from the standpoint of the refinement and the life of the perfume.

The new products obtained by the application of this method owe their value to the additions made to the compositions by the flower, through the principles described, to the extent that the cellular activity is modified by the medium in which it takes place.

Often, if not usually, the rule of thumb opens the way to rational methods. Is not theory built upon observation and experiment?

In the case before us this has certainly been true.

In fact, a practice, the mechanism of which had not yet been explained, had from time immemorial caused the manufacturers in Grasse to subject the greases used in enfleurage to a preliminary treatment with orange flowers. For a long time very particular characteristics were attributed to *jasmin pomade* thus prepared. They were due not only to the addition of constituents of orange flower essence, but also to the change which these constituents caused in the cellular activity taking place within the *jasmin* flower itself.

The fact is that analysis has revealed that the constituent elements of the essence thus extracted are different in proportion and also different in number.

My process generalizes these concepts and vindicates a long and laborious experience.

It will open—I dare to hope—new horizons to the finest, most delicate and most seductive of industries—that of perfumery.

### Kentucky Proposes Toiletries Tax

A special committee, drafted by the recent Kentucky general assembly to study the financial condition of the state and to recommend revenue measures to a special session of the legislature to be called at Frankfort probably late this month, issued a report of its findings April 10. The report recommended a *ten per cent tax on cosmetics, perfumes, soaps, toothpastes* and all proprietary and patent compounds and medicines, a tax of one cent on each five-cent package of chewing gum, one cent each on each five cents of the retail sales prices of factory wrapped packages and boxed candy, a tax of one cent on each five-cent bottle of soft drinks and *76 cents per gallon on fountain syrups* used in fountain drinks, a cigarette tax of four cents per package of twenty, a tax of one cent on each five cents of the sale price of cigars, and ten per cent on all other manufactured tobaccos.

The program was estimated to yield approximately \$4,650,000 a year. Of this amount, the tax on cosmetics, perfumes, soaps, etc., would yield approximately \$600,000, the candy tax approximately \$700,000 a year, the tax on soft drinks and syrups \$950,000 a year, the report said.

The committee commented, however, that there already is a Federal tax on cosmetics and tobacco products and that "it would require a considerable force of inspectors to enforce the provisions of this act . . . and no method (of collection) could be used other than that of purchasing tax stamps in advance for the entire stock coming within the provisions of the stamp act."

The committee, in its report, went on record as favoring the enactment of a three per cent sales tax and a personal and corporate income tax to solve the state's financial problem. The committee declared this to be the most equitable method of raising the revenue.

# Liquefying Creams

## *A Review of the Materials Used in Their Production and How to Use Them*

by Maison G. de Navarre

**W**HETHER or not liquefying cleansing cream is superior to cold cream as a cleanser is a matter of some controversy. One fact is certain: the cream is applied with less effort and pressure; therefore having a greater tendency to float dirt instead of rubbing it into the skin. Some skins are irritated by this type of cleanser, but this matter is dealt with later in this paper.

Theoretically, a liquid with a low surface tension has a tendency to float into every crevice and under dirt particles, rather than float over the top of them as a high surface tension liquid does. In addition, there seems to be evidence accumulating to the effect that oils with a low viscosity have greater penetration than those with high viscosity. With these facts established, the matter of formulating a liquefying cleansing cream takes definite form.

### Types of Creams

There are three types of liquefying creams, transparent, emulsified and the white or opaque variety. It might be said of transparent creams that they are made of petroleum products entirely. Emulsified creams, of course, contain an emulsifier such as oxycholesterin or borax and beeswax. In this type of cream it is important to keep the water content low. Opaque or white type creams are made with petroleum products likewise, but they can be modified with stearic acid, beeswax, spermaceti and so on. Regardless of type, liquefying cleansing creams must melt at body temperature. Modifications will be necessitated by those creams sold in the warmer climes.

### Ingredients and Their Effect

Petrolatum has the ability of making a grainy or crystalline product decidedly smoother. Too much of this material will make the preparation salve-like. For opaque creams a snow-white petrolatum is obviously necessary. Of course, novel effects can be obtained by using the yellow petrolatum along with dyes. Petrolatum, then, makes the product smooth to the sight and touch. Use only the odorless and best grade available.

Mineral oil is one of the main ingredients, if not the main ingredient, and therefore needs some attention. For a liquefying cream, it is necessary to use a product with a low viscosity. Heavier oil will do, but it will not cleanse as well. Use the oil that is water white, odorless, and with a specific gravity of .860 to .865.

Ceresin has a tendency to make a grainy cream (due to ozokerite) become smoother. Many standard grades are available.

Beeswax has two main drawbacks. First it endows

the product with an odor that is difficult to mask with perfume. Second it is a bit too sticky, so to say, thus not allowing the cream to liquefy as readily. A grade that is very white and practically odorless can be used along with the other ingredients.



Paraffine makes the cream opaque, as do ozokerite and ceresin, and in addition to this the resulting cream is quite hard. An excess produces too hard a product. Such a hard cream is impossible to lift from the jar, because it liquefies on the surface, and because of this property cannot be removed from the jar. Either wax melting at 120° or 128° F. is useful. Be consistent in the one you use.

Spermaceti has two drawbacks. It makes a crystalline jelly that does not have the required appearance, if used in large proportions. Then too, it has an odor that is not always desirable. Its use is not recommended.

Stearic acid is sometimes added. It will crystallize out if large amounts are used. Such a cream has an acid reaction that may be desirable. Use only the whitest triple pressed acid. Its use requires care, and so is not particularly recommended for the beginner.

Oxycholesterin bases can be used for an emulsified cream. Keep the water content low. Be careful of the waxes or they will separate out in little crystalline masses.

### Perfume

It is imperative that sufficient consideration be given to this item, since it is probably the most important ingredient that sells any cosmetic, and especially a liquefying cream.

Because the cream is likely to be used at least one or more times a day, it is obvious that an odor that tires one easily is far from desirable. An examination of the leading creams of this type, and from the writers' own inquiries, the following odors are probably the most popular: aldehyde type, carnation, jasmin, lily of valley, muguet, lilac, orange blossom, and, of late, violet and rose. This gives one plenty of choice. A mixture of orange blossom and jasmin is extremely pleasing. Lilac with jasmin is liked by some. A synthetic orange blossom oil is used by several manufacturers, and is much liked by women. The important point in this regard is that the odor must not tire the user. It should be soft, floral and well-balanced.

### Burning of the Skin

The writer has often heard women complain to toilet goods salesgirls that their skin burns after applying a



certain liquefying cream. This point has been dealt with numerous times, and it is repeated again. Such burning is not confined to liquefying creams alone. True, a liquefying cream is slightly dehydrating, and thus might tend to irritate a dry skin. But it is probably the perfume that is doing it. Refrain from using aromatics containing aldehydes, ketones, phenols and their esters, as these may sting the skin. Special oils for this purpose without the burning ingredients are available, and are suggested in place of the usual perfumes.

### Formulation of the Cream

With all this known, we will endeavor to indicate proportions for a few creams that will serve as a basis for experiments. The writer advises some personal experimentation to produce individualized products.

Ingredient	1	2	3	4	5
Paraffine wax.....	18	5	0	0	15
Ceresin .....	0	0	0	3	0
Beeswax .....	0	0	5	0	10
Ozokerite .....	0	0	0	4	0
Petroleum jelly.....	18	2	85	0	0
Mineral oil.....	64	16	10	48	75
Oxycholesterin base..	0	0	0	0	0
Borax .....	0	0	0	0	1
Water .....	0	0	0	0	12

Neither spermaceti nor stearic acid has been included in the above, for the reason of the difficulty of using them. Personal experiments can be conducted with these ingredients, using about 5 to 10% in place of the other waxes.

### Manipulation

Melt the ingredients at the lowest possible temperature, using a water bath to prevent burning. Add any color or tint desired. Stir well, and allow the mixture to cool slowly. Stir at 5 or 10 r.p.m. to avoid the formation of a crust at the side of the container. After the cream has cooled considerably, add the perfume and stir again. By now the cream is quite cool, and ready to be poured. If the jars are previously warmed to about 37° C. or about 99° F., the cream will form a regular and smooth surface on top. If the cream is poured too hot, a hole will remain down through the center of the jar. If this happens, remelt the cream. Too much wax will make the cream crack away from the side of the jar. Regarding *sweating*, it can be said that practically all liquefying creams sweat. Formulas 1 and 2 obviate the condition somewhat. This is due to the contraction of the physical jell structure of the set cream, causing the oil to ooze out. If the mass is cooled previous to pouring, the condition can be obviated to a great extent. Use of low melting waxes along with petroleum jelly will help too.

Liquefying cleansing cream can do nothing more than cleanse the skin. Any additional claims are unfounded. A cream of this type can scarcely have multiple purposes. It is not a skin food, nor a powder base. To state on the label that the cream should be removed with soap and water after the usual removal with tissue is another good point. Refrain from using aromatic oils that will burn the skin. Be careful in your manipulation and along with the type formulas suggested, little trouble will be experienced.

## DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

### Wax Masks

Melt beeswax, paraffine, cetyl alcohol, spermaceti, tallow, ozokerite or other waxy materials together or alone, with a small amount of gum, such as tolu or benzoin, color and perfume. Pack in sticks of approximately one ounce. Directions should call for leaving on for about a half hour, when it should peel itself off.

### Evening Lotions

As a reply to several inquiries, the writer is glad to state that the ingredient commonly used in this type of lotion is phenazone, commonly known as antipyrine. The resulting lotion is usually water clear, but on rubbing over the arms, etc., causes them to be white. The amount used varies, and up to about 15% is found in some lotions. However, the drug has many incompatibilities which must be guarded against. Then too, it IS a drug and must be regarded as one. Packages ought to be small, so that the largest amount present in the complete package will not be much over the largest tolerated dose, which is about two grams.

### Hair Lotions for Atomizer

These are gaining some popularity at the present time. They can be made by dissolving some of the resins in a hydro-alcoholic solution. Benzoin, mastic or sandrac can be used. Castor oil is sometimes added to aid in the removal of the resin. The final product can be tinted, perfumed and should contain about 65% alcohol.

### Skin Gelées

These products are popular on the Continent and deserve some mention. Several have gained international reputation. They usually contain gelatin, glycerine, malt or honey, sometimes tragacanth or starches, preservative, perfume and water. About 2% gelatin is usually enough. Glycerine ought to be one of the main ingredients and 50% is not too much to add. Starches, in this writer's mind, should be left out. A little tragacanth, about 2-3%, will thicken the product. Malt and honey 2 to 5% are sometimes added in Continental practice.

### Brick Creams

These were formerly popular, and, in their own way, are still popular. The base usually consists of oil of theobroma, U. S. P., deodorized if desired, to which can be added such substances as beeswax, sweet almond oil, and other materials. A very special method of handling is, of course, necessary. They should be tinted and perfumed. The product has real merit.



# Natural Flower Oils

*Maceration is Subject of Continuation of Article*

*by Dr. Ernest S. Guenther, Chief Research Chemist*

*of Fritzsche Brothers, Inc., New York*

WE have observed that certain flowers like *jasmin* and *tubero*se give their greatest yield of flower oil upon extraction with cold fat (*enfleurage*) because these flowers retain their biological functions while the fat on the chassis during twenty-four hour contact absorbs the perfume exhaled by the still living flowers.

Other flowers such as *rose*, *orange blossom*, *acacia*, etc., according to various theories which, however, might well bear further illumination, are killed by picking, or at least stopped in their biochemical activities. They are able, therefore, to yield upon extraction or distillation only the amount of essential oil which at the moment of picking is present as ready formed in the cells. Since no further ethereal oil is developed afterward in these flowers the long, delicate and rather complicated method of *enfleurage* in these cases is not effective and a method of extraction must be applied by which the solvent (hot fat or cold volatile solvent) penetrates the plant cells and dissolves the perfume oil present therein.

A. Hesse<sup>1</sup> in a series of interesting papers studied the methods of distillation, *enfleurage*, maceration and volatile solvent extraction as applied to various flowers and the effect upon the yield of flower oils. For instance, his systematic comparisons established the yield of orange flower oil as obtained by steam distillation, extraction with volatile solvents, maceration and *enfleurage*. The latter gives only one-fifteenth of the yield of volatile oil as obtained by distillation. Hesse thereby confirmed scientifically what had been known and practiced in Grasse for a

long time without the background of scientific reason.

Generations before the modern process of extraction with volatile solvents had been introduced, probably even in antiquity—for we find certain references in classical literature—the perfume of roses, orange blossoms, violets, acacias and others had been extracted by treating the flowers with hot fat. The principle is simple: The flowers are extracted by immersion in hot fat, i.e., one charge of hot fat is systematically treated with several charges of flowers until the fat is quite saturated with the flower perfume. The exhausted flowers are then removed carefully, resulting in a fragrant fatty mass (called “*Pomade d’Orange*,” “*Pomade de Rose*,” etc.). This may be sold as such or the pomades may be further treated—just like “*Pomade de Jasmin*,” “*Pomade de Tubero*se” as obtained by cold *enfleurage* (referred to in the earlier installment)—by washing out with strong alcohol. In this manner “*Extraits d’Orange*,” “*Extraits de Rose*,” etc., are obtained. By concentration *in vacuo* these alcoholic *extraits* can be transformed into the corresponding absolutes.

The process of maceration is therefore very analogous to *enfleurage* with the one exception that in the case of maceration the treatment of the flowers is done with hot fat and quickly; otherwise the same fatty base (*corps*) is applied and the alcoholic *extrait* of the pomades is identical.

Maceration reached the height of its application before the introduction of the modern methods of extraction with volatile solvents. Thirty to forty years ago, before the volatile solvent process was perfected, orange blossoms, if not distilled by steam (which gives the regular essential oil) were treated by maceration; *acacia* blossoms which do not lend themselves to steam distillation invariably had to be worked up by maceration.



Courtesy Gildemeister & Hoffman, “Die Aetherische Oele”

<sup>1</sup> A. Hesse und O. Zeitschel, (*Journ. f. Prakt. Chem.* II. 64 (1901), 250, 258; 66 (1902), 506, 513).

A. Hesse u. F. Müller, (*Berl. Berichte* 32 (1899), 565, 765, 2611. 33 (1900), 1585; 34 (1901), 291, 2916; 37 (1904), 1457.—*Chem. Industrie* 25 (1902), 1).

In Southern France, roses were treated by maceration because French roses (*rosa centifolia*) upon distillation give a small yield of oil whereas Bulgarian roses (*Rosa damascena*) were and still are submitted mostly to steam distillation.

Today, however, this maceration with hot fat has practically disappeared. Its products, especially those from orange flowers, might here and there still find application in certain old-fashioned perfume formulas. Otherwise concretes and absolutes as obtained by extraction with volatile solvents have almost completely replaced the former *pomades* or *extraits* and absolutes of maceration but not the products of cold *enfleurage*.

It is only for the sake of completeness and record that we shall give a brief description of this old-fashioned method of maceration:

As fatty solvent the highly purified *corps*, described under cold *enfleurage*, is supplied. A charge of 80 kilos of fat is heated to about 80° C. and at that temperature treated repeatedly with charges of 20 kilos of flowers each time. The treatment is repeated until one kilo of *corps* has been in contact with about 2 to 2½ kilos of flowers. Every extraction at 80° C. lasts about half an hour, and afterward the mass is left standing for about one hour, thereby cooling and still macerating. After slight heating and melting of the mass, the flowers are removed by straining through metal sieves and filter bags. The exhausted flowers still contain some adhering fat and are, therefore, while in the sieves, treated with hot water which liquifies the fat. Subsequently it can be easily separated from the aqueous layer. For complete removal of adhering fat the flowers are finally packed between filter cloth in a hydraulic press and submitted to heavy pressure ranging up to 250 atmospheres (3750 pounds per sq. in.). By continuous application of hot water the fat still sticking to the flowers is melted and expressed; it then can easily be decanted from the water layer. Instead of pressing, some manufacturers use centrifuges for removal of the exhausted flowers from the fatty *corps*.

The method is rather cumbersome and antiquated. It served its purpose well in the old days of perfumery when no better process was available. Since the introduction of modern extraction with volatile solvents, which has continually been improved by more efficient apparatus and by better solvents, maceration during the last twenty years has (with the exceptions noted above) become quite obsolete. Its products invariably contain a fatty by-note which originates from the fat *corps* and veils the character of the original flower perfume. A further disadvantage consists in the fact that on account of this fat content, products of maceration are inclined to turn rancid rather easily thereby developing a sharp, disagreeable top note. The *extraits*, due to their alcohol content, are better protected against rancidity, but the concentrated "absolutes" of maceration are not very resistant. On the other hand, the "concretes" and "absolutes" made by extraction with volatile solvents are free from these disadvantages; they are beautiful representations of the natural flower perfumes and if well stored remain stable for years.

Before discussing the important volatile solvent process we shall, for the sake of clearness, summarize the four methods used for manufacturing natural flower oils:

1. *Steam Distillation* of flowers gives regular essential oils such as oil of neroli, oil of rose, oil of ylang ylang, etc. However, only a limited variety of flowers lends itself to steam distillation; steam distillation has a deteriorating influence on most flowers which are of very delicate nature and those flowers must therefore be treated by other methods.

2. *Enfleurage* (extraction with cold fat) carried out exclusively in France and still practiced, although to a reduced degree, is restricted to only a few flower varieties (jasmin, tuberose), which after picking and while in contact with the cold fat continue for a time their biochemical activities of developing perfume in their cells. They give, therefore, in the cases of these flowers a yield of flower oil far greater than that obtained by other methods. Despite this superior yield *enfleurage*, because long and tedious, is being replaced increasingly by extraction with volatile solvents.

3. *Maceration*. This old-fashioned method used to be applied exclusively in Southern France (Grasse). It was based on the extraction of flowers with hot fat and served for a long time to treat certain flowers which gave no yield or an inferior yield by steam distillation or by *enfleurage*. The products of maceration were *pomades*, *extraits* and "absolutes." Of late it has been practically replaced by the modern method of:

4. *Extraction with Volatile Solvents*. Of general application, extended upon most varieties of flowers and carried out in various countries, this process is technically the most advanced and yields "concretes" and alcohol soluble "absolutes" of a character most true to nature.

(To be continued)

### Atlanta Has Beauty Show

The third annual Beauty Show and Exposition of the owners and operators of beauty shops in Georgia, Alabama, Florida, Tennessee and North and South Carolina was held in the Biltmore hotel in Atlanta, Ga., March 26, 27 and 28 and Atlanta women got an advance showing of styles in hairdressing. J. M. Kline, of Savannah, was in charge of arrangements.

New coiffure styles to blend with new styles in hats set a dominant note, and examples were set by Mr. Condos, hairdressing expert of Chicago. Other notable experts were present during the three-day session. This is the first time that Atlanta has been hostess to the organization.

### A.D.M.A. Meets at White Sulphur

The American Drug Manufacturers Association is holding its annual convention at White Sulphur Springs, W. Va., as we go to press. The meeting is considering the drug manufacturing code and other matters relating to the activities of the trade in co-operation with the government, including pending pure food and drug legislation. As usual a full program of entertainment has been arranged including the annual golf tournament and members and ladies should find few dull moments. A. A. Wasserscheid, New York manager of the Mallinckrodt Chemical Works is chairman of this year's entertainment and his announcements regarding the various features indicate that members will have a most interesting time. A sizable delegation from the New York trade is attending the sessions.

# TRADE NOTES



## Arkus Purchases Cosmetic Lines

Arkus, Inc., New York, dealer in toilet preparations, has purchased the "Co-Ed" and "Moorac" lines of cosmetics from the Holman Soap Co., Chicago. All rights to the lines have been acquired by Arkus, Inc., which plans to open a plant in Long Island City for the production of the items. The items, originally sold by the "house-to-house" method, will be distributed through chain stores by their new owners.

Negotiations for the purchase were completed by Herman Arkus, treasurer of the company, and his brother, Jack, who is secretary, on a recent trip to Chicago. According to Herman Arkus, when the plant is established in Long Island City the offices of the company, now located at 175 Fifth avenue, will be moved there.

## Campana Conducts Slogan Contest

The success of the name contest conducted last Fall by the Campana Corp., Batavia, Ill., which brought both distribution and a name for its new "skin invigorator," now called "Dreskin," has led the company to launch a slogan contest. This was introduced over the radio recently, five prizes of \$100 each being offered weekly for the five best slogans on "Dreskin" during a week. The aims of the new contest, according to I. Willard Crull, vice-president of the company, is to move stocks of old packages in the hands of dealers, to familiarize the public with the product and to encourage people to try "Dreskin."

## Matchabelli in Europe

Prince Georges Matchabelli, head of Prince Matchabelli Perfumery Corp., New York, sailed on the *Paris* late in March for a six weeks' stay in Europe. He will spend most of his time in Paris where he will attend the annual meeting of the stockholders of the French branch of the company and confer with his representatives there on the development of new products for exportation to this country. He also will visit London and arrange for the opening of new retail accounts in that city.

## T. Charles Appoints Marcus-Lesoiné

T. Charles, Inc., New York, manufacturer of a shampoo hair dye, has appointed Marcus-Lesoiné, San Francisco, distributor for the product on the entire West coast. George H. Berray and René H. Charles, of T. Charles, Inc., are covering the United States acquainting jobbers and beauty and hairdressing shops with the new product.

## Warren Back from South America

Northam Warren, president of Northam Warren Corp., New York, has returned with Mrs. Warren and their daughter from a tour of South America. The trip was primarily to visit the branch establishments which the company operates there, but time was found for sightseeing, golf and other diversions.



NORTHAM WARREN

He returns impressed with the tone of improvement which he found in all parts of the Continent, and especially in Argentina and Brazil. Political difficulties, the aftermath of former wars, are troubling the West Coast countries, with Communistic tendencies apparent in Chile offset by a strong reserve of conservative, middle class citizens. In spite of these troubles, however, business has definitely improved down the West Coast and trade is quite active.

Both Argentina and Brazil Mr. Warren found to have stable and sound governments and to be progressing rapidly toward prosperity. Business in these countries is active and everyone optimistic.

Regarding toilet preparations specifically, he believes that South America is one of the greatest natural markets for cosmetics. American products of companies which have made a real drive for export business are found everywhere, but he commented on the fact that only a relatively small number of American houses had engaged in this business. The French are securing a large share of the market, with Spanish and British goods also much in evidence. Mr. Warren points out that the British have recently refinanced a huge loan in Argentina and are doing their best to cultivate that market.

Manufacturing plants in South America supplying the toilet preparations industry have also made considerable progress, especially glass bottle plants. In several countries, Mr. Warren found bottle factories of unusual importance, some of which compared favorably with those in the United States.

A more liberal policy on the part of the United States in tariff matters, he feels, would not only result in increased purchasing by South American countries here but would keep at home the expenditures for labor, supplies, and materials, now spent by American branch plants abroad, thereby improving our own economic situation.

## Rapelje Named Colgate Superintendent

Walter S. Rapelje, general superintendent of Kirkman & Son, soap manufacturer, Brooklyn, for the last 15 years, was recently appointed general superintendent of Colgate-Palmolive-Peet Co. He assumes the position held formerly by J. A. Coulter who in January of this year was elected vice-president in charge of production. He will have his headquarters at the Jersey City plant of the company.

Mr. Rapelje had been identified with the Kirkman company for many years, first becoming associated with it in 1910 as chief chemist. He became assistant superintendent in 1913, and in 1919 was advanced to the position of general superintendent. In 1928 he was elected treasurer and a member of the board, and when the company was merged with Colgate-Palmolive-Peet two years later he continued to hold these offices.

Mr. Rapelje has been connected with the soap industry practically all of his business life, having joined the B. T. Babbitt Co. in 1904 after being graduated from Brooklyn Polytechnic Institute. Today he is recognized as one of the foremost authorities on soap manufacture.

Remodeling of the Jersey City plant in preparation for the transfer of the Chicago headquarters there is virtually completed. Two new stories have been added to the large building to house the additional force. Executive offices and most of the Chicago staff already have been transferred to Jersey City, and it is expected that by May 1 the entire moving will have been completed.

The company has advised us of the appointment of John F. Kiehl as a perfumer in the new developments division. Mr. Kiehl was formerly associated with P. R. Dreyer, Inc., and previously with Compagnie Duval, both of New York. His many friends in the trade will join with us in wishing him success in his new work.

Maurice A. Meunier, chief perfumer in the new developments department, will sail on the *Manhattan* April 25 for a well-earned vacation in France. Mr. Meunier will spend six weeks abroad, renewing acquaintances in Paris and having a general good time on his first vacation in three years.

Twenty-eight representatives from Virginia, Tennessee, Alabama, Georgia and Florida attended a one-day district sales meeting of the company in the Ansley hotel, Atlanta, Ga., March 31. It was reported that sales in the soap department in the Atlanta district were 50 per cent above the quota for the first quarter of this year. George R. Dunn, district manager, presided over the meeting.

To enable its salesmen to offer concrete evidence to druggists of the stains that foods, beverages and tobacco leave on teeth, the House of Colgate has supplied 150 salesmen with a small case containing the first photo-



WALTER S. RAPELJE

graphic reproductions of seven of the most typical stains. In this way the Colgate representatives can effectively tie in their sales talks with the current radio, magazine and newspaper advertising campaign on "Colgate's Ribbon Dental Cream," featuring its two cleansing actions which are said to remove all of the seven kinds of stains.

The color of each kind of tooth stain has been reproduced for the first time as a result of a long series of laboratory tests. The process involved the chewing of 300 different foods and the analysis of the saliva produced by each food. This was done by the use of test tubes which permitted the analysis to be made under conditions approximating those existing when saliva is mixed with food in the human mouth. A variety of stains in colors ranging from dark brown to light yellow, resulted. The seven varieties of stains are classified as: 1. Tobacco smoke, 2. Beverages, 3. Meats and Other Proteins, 4. Cereals and Other Starchy Foods, 5. Sweets, 6. Fruits, 7. Vegetables. The colors of the stains of cigarette smoke, tea, beef, cereal, chocolate, fruit and spinach are exhibited in the case.

## Paula Leases Building

Paula Laboratories, Inc., Newark, N. J., has leased the two-story brick building at 101-103 Edison place, that city, where it will carry on the manufacture of its cosmetics and shaving cream. The building recently was altered, and provides the Paula company with generous space and modern facilities for its operations.

## Matthiessen Joins Elizabeth Arden

E. P. Matthiessen, a leading figure in the toilet preparations field for the last ten years, is the new general manager of Elizabeth Arden, Inc., New York.



E. P. MATTHIESSEN

A graduate of Columbia University, Mr. Matthiessen was associated with the retail drug business before he became connected with the perfume and cosmetics division of Park & Tilford, New York, which at that time was distributor in America for several French perfume houses. He subsequently served as sales manager of Houbigant, Inc., and Lenthéric, Inc., resigning from the latter

firm to become a merchandising and management consultant. In this respect he has served several leading perfume and cosmetic firms to advantage in recent years.

## Le Prince Expands

Increased business has compelled Le Prince Perfumers to expand its quarters at 41 Union Square, New York. The company recently leased additional office and laboratory space, enlarging the quarters to four times their original size.



## Foote & Jenks, Inc., Fiftieth Anniversary

On April 5 Foote & Jenks, Inc., manufacturer of flavors, Jackson, Mich., observed the fiftieth anniversary of its founding. Congratulatory messages were received from all parts of the United States, as well as many foreign countries. Leaders of the trades served by this well-known house took occasion to extend words of praise for its policies and the type of helpful service rendered.

In the course of a half century, this company has developed a research staff which has accounted for many marked advances in the flavor industry since the original discovery of a cold mechanical process for manufacturing soluble, terpenesless citrus flavors. It was this discovery that started the original partnership of C. E. Foote and C. C. Jenks in the manufacture of flavors for foods and beverages.

The constant work of this research staff is checked by the Foote & Jenks "Flavor Clinic" which consists of H. L. Jenks, president; C. H. Redding, secretary and treasurer; N. Stormont, research chemist; and E. D. Thompson, production chemist. It is the company's policy to select as its field representatives trained service men, who are expected to solve their clients' flavor problems as they arise. The entire organization is composed of individuals whose lives are dedicated to progress in the flavor industry. The oldest employee in years of service is R. A. Austin, who since June 1, 1905, has served as a field representative. Three employees have been with the firm 25 or more years; and 14 have held positions more than ten years.

C. E. Foote and C. C. Jenks, founders of the firm, were well educated and naturally endowed for their work. Mr. Foote was a graduate pharmaceutical chemist, who had specialized in essential oils and aromatics. During his business career he became a recognized authority on this subject. C. C. Jenks was a graduate pharmacist and as a business manager was able to shape the policies of the firm well in advance of the times, which has accounted for the steady progress made. Mr. Jenks passed away March 16, 1924, and Mr. Foote February 6, 1930. The company is now, as for many years, owned by its employees, practically all of whom are stockholders; and the ideals and traditions of the founders are unfailingly carried on. It is managed by the following officers: H. L. Jenks, president; E. D. Thompson and E. G. Weed, vice-presidents; and C. H. Redding, secretary and treasurer.

## Tre-Jur Appoints Schriver

John T. Schriver has been appointed Chicago district sales manager of the House of Tre-Jur, Inc., New York.



H. L. JENKS



C. H. REDDING

## La Corbeille de Fleurs Elects

La Corbeille de Fleurs, Inc., the organization composed of employees of Houbigant, Inc., and Cheramy, Inc., held its annual meeting at the New York headquarters of the companies recently, and elected A. Ashburger president for the coming year. Other officers named were:

Vice-president, E. Marshall; treasurer, J. H. Morrell; assistant treasurer, E. L. Kraus; secretary, J. F. Alexandre; directors, H. Anderson, B. Boissonade, H. T. Georgi and E. Marshall.

## Brennan Heads Laird Sales

Appointment of Edward J. Brennan as general manager of sales has been announced by the Rose Laird Co., New York, manufacturer of beauty preparations, as the first step in an expansion program which will aim for nationwide distribution of the firm's line of products.

Mr. Brennan has assumed charge of the new program and is working on plans to assure representation of Rose Laird preparations in all the "fashion centers" of the country. The company has leased an entire loft at its present address, 785 Fifth avenue, to provide better facilities for the anticipated increase in manufacturing operations.

Mr. Brennan is well equipped for his new task. He was associated with the Carter Medicine Co., New York, in charge of sales of "Carter's Little Liver Pills" for several years, and later became director of sales for the Feminine Products, Inc., a Carter subsidiary, where he was a factor in the development of the important market for "Perstik" and "Perstop".



EDWARD J. BRENNAN

## New Building for Felton Beauty Supply

Work will be started soon on a new home for the Felton Beauty Supply Co., Atlanta, Ga. A new two-story building is to be erected at 209 Spring street, and plans call for its completion by June 1. It is understood that the Felton company has obtained a long-time lease on the new building and plans to move from its present location, 27 Cain street, N. W., as soon as the new building is ready. William S. Felton is president of the company, Morris Sohmer, vice-president, and Alex N. Sohmer, secretary-treasurer.

## Mystol Manufacturing Changes Hands

The cosmetic and pharmaceutical business of the Mystol Manufacturing Co., Glens Falls, N. Y., has been sold to the Mystol Manufacturing Co., Commerce building, Kansas City, Mo. The latter company also has a branch office at 17 East 42nd street, New York, but for the time being the headquarters will remain in Kansas City.

## Leonhardt Heads Fritzsche Brothers

At a meeting of the board of directors of Fritzsche Brothers, Inc., held April 2 at the office of the firm in New York, Frederick H. Leonhardt was elected president to succeed Frederick E. Watermeyer, who died March 19, and William A. R. Welcke, vice-president and treasurer, the latter office having previously been held by him. These elections perpetuate the long-time policy of this well known house of rewarding long and faithful service on the part of those who have been instrumental in its prosperity.

Mr. Leonhardt, a native of Germany, has been associated with Fritzsche Brothers, Inc., since April, 1894, a period of 40 years. He joined the company one year earlier than the late president, with whom he has since worked devotedly and untiringly in the upbuilding and for the welfare of the organization. When the firm was incorporated in 1919, Mr. Leonhardt was made first vice-president, in which capacity he has served until the present time. Mr. Leonhardt's education and industrial training in Germany were practically the same as Mr. Watermeyer's and admirably qualify him to carry on the traditions and to direct the policies of the firm.

In Douglaston, L. I., where he lives, he is widely known for his active interest and participation in civic affairs and social and welfare movements. He is a member of the following clubs: North Hempstead Country Club, New York Athletic Club, the Douglaston Club (former president), the Chemists Club, Albion Lodge of Masons, a life member of Company "A", Veterans of the Seventh Regiment, and Drug & Chemical Club, of which organization he was president in 1932.

William A. R. Welcke has been associated with Fritzsche Brothers, Inc., since 1885, serving as treasurer



F. H. LEONHARDT



WM. A. R. WELCKE

since 1919. He has devoted his attention largely to the financial end of the business and his record of 49 continuous years of activity with one firm is very unusual and thoroughly justifies his well-deserved recognition in an official way. Mr. Welcke is a resident of Mount Vernon, N. Y.

It was the expressed wish of the late president that the destinies of the firm should be placed in the hands of these two officers, not only as an expression of his confidence in their respective abilities, but suitably thereby to recognize their many years of friendship and loyalty to him and to the best interests of the house.

## Prentis Heads Armstrong Cork

H. W. Prentis, Jr., was elected president of the Armstrong Cork Co., Lancaster, Pa., at a meeting of the board of directors of the company held March 28. John J. Evans, the retiring president, was elected chairman of the board of directors, and Hugh M. Clarke was named the first vice-president.



H. W. PRENTIS, JR.

Mr. Prentis's election as president rounds out a career with the company which began in 1907, when he became assistant to the manager of the insulation division at Pittsburgh. Four years later, in 1911, he organized the company's first advertising department and continued as advertising manager until 1920. At that time the company selected him to organize and man-

age a sales department for its floor division, and for almost nine years he served in the capacity of general sales manager. In 1926 Mr. Prentis was elected to the board of directors and named a vice-president. In 1929 he was made first vice-president, which office he held until his election as president last month.

Born in St. Louis, Mo., he was educated at the University of Missouri, where he received his A.B. degree in 1903. In 1907 he took his Master's degree at the University of Cincinnati, where he also served for two years as secretary of the university. In 1932 the honorary degree of Doctor of Laws was conferred upon him by Hampden-Sydney College, Virginia.

## Rexall Officials on Tour

Six officials of the United Drug Co., Boston, recently made a tour of inspection in Oklahoma. The officials included H. L. Byers, assistant secretary of the association of Rexall clerks; J. E. Fontaine, advertising manager and assistant sales manager; D. A. Dana, sales manager of the Dallas region; J. D. McMiaalan, manager of the pure food and candy division; Arthur P. Connelly, manager of the toilet goods division, and John M. Con-sidine, manager of the division of medicine.

## Jansen Elected by Heinrich Chemical

The Heinrich Chemical Co. of California, Oakland, has advised us of the election of William Jansen as director, secretary and sales manager. Expanding sales operations have resulted in the opening of a distribution branch in Los Angeles and the addition of several members to the company's staff. A new product is a double strength fly killer which is already meeting with marked success in the Coast territory.

## Files Trade Name in California

The Los Angeles Soap Co., Los Angeles, has filed with the Secretary of State of California, registration of the trade name "Prines Nadj" for soaps and similar products.

### Keller Here to Study Conditions

A welcome visitor at our office a few days ago was Gert Keller, of Schimmel & Co., Germany, who is making his first visit to the United States, although his travels have made him familiar with practically all other parts of the world. Mr. Keller's youthful appearance speaks eloquently of his ability, as he is supervisor of sales in English-speaking overseas markets and for the past eight years has travelled almost continuously.

His knowledge of world conditions, both economic and political, is unusually comprehensive. Outstanding among the impressions remaining from his rambles was that of a Japanese steamer going into Shanghai, China, when the Chinese-Japanese "war" broke out, and last year an airplane trip into the interior of Africa.

He was particularly interested upon his arrival here in the results of the efforts thus far made to overcome the business depression from which the world is now emerging. He stated that the progress thus far evident in the United States was astonishing and considerably surpassed his expectations.

Mr. Keller will make his headquarters with Fritzsche Brothers, Inc., New York, and plans to visit the trade in the near future in the interests of his firm.



GERT KELLER

### Fitch to Augment Radio Program

The F. W. Fitch Co., Des Moines, will augment its radio program to almost triple its present scope, according to Gail Fitch, advertising director. The present program, which has been heard over the red network of the National Broadcasting Co. on 21 stations, is to be increased by 18 new stations, which include the Pacific Coast and the Northwest and Southwest groups, and also 18 stations in Canada, making 57 weekly programs.

"The results of our radio program have been sufficiently successful," Mr. Fitch says, "to justify our broadcasting right on through the Summer months."

### Varady Official in New York

A. A. Kalish, sales manager of the House of Varady-Vienna, Cleveland, O., spent several days in New York late in March, contacting the trade and introducing some of the preparations and devices which the company manufactures.

### Iowa Soap Buys Dobbins Company

The Iowa Soap Co., Burlington, Ia., has purchased the plant of the Dobbins Soap Manufacturing Co., at Camden, N. J., and will operate it as an Eastern branch. It will be under the direction of Leo E. Golden, recently elected vice-president of the Iowa Soap Co.

### Opens Campaign on "Mavis" Talcum

A strong advertising campaign on "Mavis" talcum was launched April 22 in Sunday newspapers in 36 of the leading population centers of the United States by V. Vivaudou, Inc., New York, maker and distributor of several nationally distributed lines of cosmetics. The campaign will continue through the Summer and into the Fall.

As in the "Mavis" campaign last year, the advertising campaign will make great play of the thought that there is really no reason why a person should limit powder to the face, back and shoulders, but that following the daily bath with a thorough sprinkling of the entire body with "Mavis" talcum will bring bodily comfort and protection. During the hot Summer days, the copy will dwell on the value of "Mavis" talcum in keeping the body cool and comfortable. Throughout the advertising series, emphasis will be placed on "Mavis" talcum as a known deodorant.

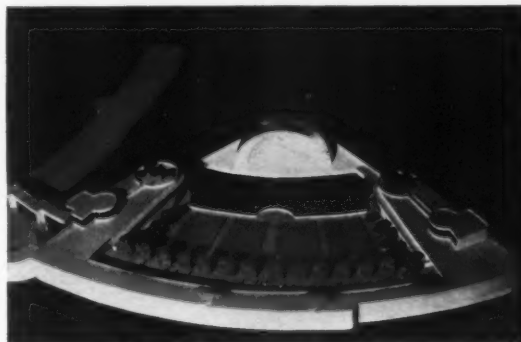
### Chamberlain to Launch New Powder

Dr. L. H. Chamberlain, president of Chamberlain Laboratories, Inc., Des Moines, Ia., announces that his firm is increasing its scope and re-entering the face powder manufacturing field. Since 1928 when the company discontinued the manufacture of face powder, it has been concentrating on the hand lotion.

The powder is to be built along entirely different lines, according to Dr. Chamberlain, and is to be put on the market in early Fall. The design for the container has already been patented, and is of ivory and gold.

### Swift & Co. at "Century of Progress"

A very elaborate exhibit at the re-opened "Century of Progress" in Chicago this Summer will be that of Swift & Co., a scale model of which is shown in the

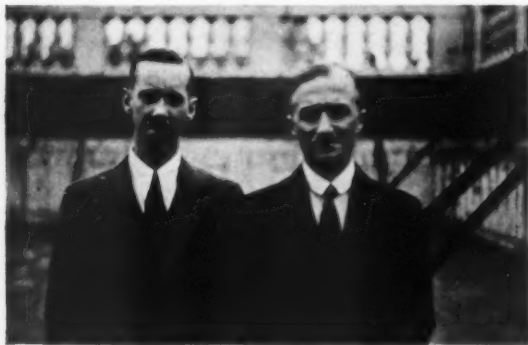


accompanying photograph. It will be a combination educational and entertainment exhibit with a water theatre seating 1,700 people, a band shell with pipe organ, restaurants, terraces and other features for the pleasure and comfort of visitors. Educational lectures and displays, including the products of the Swift soap factory will be featured and an unusual series of concerts and entertainments has been projected. It is predicted that this will be one of the most interesting features of the Fair this year.

### Louis Descollonges Arrives from France

Louis Descollonges, of Descollonges Frères, arrived on the *Ile de France* April 10 for a two months' visit to the United States which will include a trip to the Pacific Coast; and also trips to Cuba, Mexico and Canada.

Prior to departing for the Pacific Coast Mr. Descollonges spent a week in New York City, calling on



CHARLES D. EDWARDS AND LOUIS DESCOLLONGES

the trade with Charles D. Edwards, president of Benj. French, Inc., American agent for Descollonges.

The present trip is the first one made to the United States by Mr. Descollonges in twenty-three years. His brother, Etienne Descollonges, who usually comes to the United States is remaining in France this year, supervising some new developments, announcements of which will be made in due course.

### Sakin on Flying Trip West

Charles P. Sakin, president of Chatham Cosmetics & Drugs, Inc., New York, set some sort of trans-continental air record for business men when he covered 7,400 miles in little over a week on a recent business trip to the Pacific Coast. What makes the feat more remarkable is that Mr. Sakin spent three days in Los Angeles, a day in San Francisco and two days in Portland, Ore.

While on the Coast, Mr. Sakin arranged for several new distributing agencies for "Chatham House" products in that section.

### Lemmermeyer Back from West

M. Lemmermeyer, sales manager for Givaudan-Delawanna, Inc., New York, returned recently from a trip through Mid-Western territory, where he reports business steadily improving, especially among manufacturers of soaps and toilet preparations and other industries consuming essential oils and aromatic chemicals. He looks forward to excellent business in the section which he visited during the next few months.

### Tysdal New York Visitor

E. M. Tysdal, Chicago manager for Ungerer & Co., New York, was a welcome visitor just at press time. He reports business quite good in his territory and on the upgrade.

### Phoenix Branch Offices

Phoenix Metal Cap Co., Chicago, has opened another branch office in Baltimore, Md., at 311 Keyser building. J. L. Zeman, who formerly represented the company at both Los Angeles and San Francisco, is in charge.

The address of the St. Louis office has also been changed to room 411, 411 N. 10th street. F. G. Brinkmeyer, St. Louis representative, is now being assisted in this territory by H. D. Stockton, who has been transferred from Cleveland. W. B. Llewellyn remains in charge of the Cleveland office.

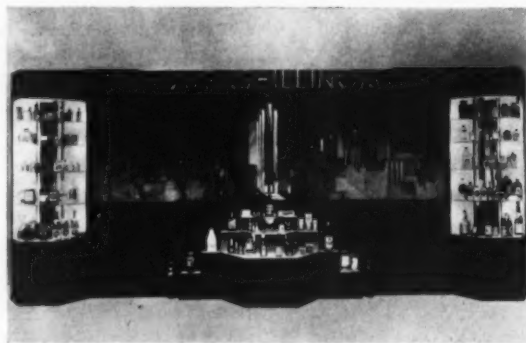
With the exception of a small portion of western New York, the states of New York and Pennsylvania have again been placed under the direction of the Brooklyn office.

### Morel a Chevalier of the Legion

Alphonse Morel, senior partner of Lautier Fils, Grasse, France, has been nominated a Chevalier of the Legion of Honor. Mr. Morel in addition to his business interests has always been active in co-operative work for the advancement of French industry and commerce. He is president of the Chamber of Commerce of Grasse. The entire staff of his company, both in France and in America, is deeply gratified at this recognition of his merit and ability on account of the deep personal affection with which they regard him.

### Owens-Illinois at Packaging Show

Since our March issue went to press we have received the accompanying photograph of the very attractive display of the Owens-Illinois Glass Co. at the Fourth Annual Packaging Exposition. This showed a sky-line of the World's Fair buildings with a replica of the



Owens-Illinois glass block building at the "Century of Progress." The center featured the Owens-Illinois "Paul Jones" whisky bottle which won the first prize in the "All-America" packaging contest as well as numerous other entries which were accorded honorary awards in that competition.

### Moon Company Opens Branches

Thomas Moon Co., Columbus, O., has recently opened branch offices in Portland, Ore., and St. Louis. K. Miller and H. Horheff have been appointed to represent the company in Columbus and vicinity.



## New Officers of Michigan Association

We can present this month the officers and directors of the Michigan Cosmetic & Extract Association, elected at the recent annual meeting, as they appear to their many friends in the growing cosmetic center in and about Detroit. Organized only a little more than a year ago, this youngster among the local trade groups has made rapid strides, and visitors to Detroit, who have been privileged to attend its meetings, bring word

Copeland Food and Drugs Bill, the code for the cosmetic industry and other matters of both local and national importance. Nor has it neglected the lighter side, holding several golf and bowling tournaments during the season and a Christmas party which featured the close of the year.

To assist the officers and executive committee during the coming year, president Colter has appointed R. P. Cole, of Eaton-Clark Co., chairman of the entertainment committee, and Otto Wegner, of Nelson, Baker



ROY COLTER, (PRESIDENT)



PAUL PORIER, (VICE-PRES.)



M. G. DE NAVARRE, (SEC'Y-TREAS.)



R. M. STEVENSON, (EXEC. COM.)



RAY VICARY, (EXEC. COM.)



OTTO WEGNER, (MEMBERSHIP)

that it is a live, active body which has done great work in both social and business directions.

The new president is Roy Colter, of Frederick Stearns & Co., whose interest in the association has been demonstrated from the start and whose position in the trade as well as that of his house has been one of consistent leadership. Paul Porier, of Fairy Stone Distributing Co., was chosen vice-president. He was one of the original group of founders and has been active in the association since its inception.

Last year's president, M. G. de Navarre, was chosen for the arduous task of secretary-treasurer, and is giving the details of that office his best attention. With these officers as a nucleus, the executive committee handles the affairs of the organization. It is rounded out by the addition of R. M. Stevenson, of Givaudan-Delawanna, Inc., and Ray Vicary, of Mark W. Allen & Co., both enthusiastic boosters of the organization. Mr. Stevenson was the first secretary of the organization and Mr. Vicary an original member of the executive committee.

During the year the association has discussed such important matters as the California Fair Trade Act, the

& Co., chairman of the membership committee. Mr. Cole already has plans afoot for unusual entertainment features during the year, while Mr. Wegner insists that at the end of his term, there will be no more need for a membership committee. He promises to raise the membership from approximately 60 per cent of those eligible at present to 100 per cent by the time he relinquishes the office.

Meetings are held the second Thursday of each month, and members of the trade are cordially invited to arrange their Detroit visits to coincide with these dates, since the association is always anxious to entertain visiting members of other trade groups in the industry.

A new record attendance was present at the regular monthly meeting of the Association, held April 12, at the Downtown Club in Detroit. Credit for this fine turn-out goes to Ed Orrell, of Beauty Counselors, Inc., who is pinch hitting for "Doc" Cole. "Doc" is still a bit of a sick man, but will probably be back at the next meeting. The next meeting, as all Summer meetings, will be a golf tournament. Ray Vicary of Mark W. Allen Co. was appointed chairman of golf tournaments assisting the entertainment committee.

### Cecil Smith Sails for England

Cecil Smith, president of Yardley & Co., Ltd., New York, and president of the Associated Manufacturers of Toilet Articles, was scheduled to sail on the *Mauretania* April 20 for his annual business trip to England. He will spend several weeks in London, conferring with Yardley officials, and will return here in time for the A.M.T.A. convention in June.

### Arden Uses Marionette Window

We reproduce a photograph of a very unusual method of display, now being utilized by Elizabeth Arden, Inc., to advertise the salon in Stern Brothers department store in New York. It is a window devoted to a clever marionette show. The window is divided into two parts, the first showing Mme. Consumer purchasing Arden



products in the store and the second showing her applying them in her boudoir. The marionettes are cleverly operated, and the window stopped traffic on busy 34th street during the week it appeared there.

### Houbigant Sales Show Gain

Sales of the Houbigant Sales Corp., New York, for the first quarter of 1934, showed an increase of 35 per cent over the first three months of 1933, according to a report recently issued by the company. In a statement to the press the company said:

"Prior to the first of the year, the management set a goal of a 25 per cent increase for this period. On March 25, a greater percentage was reached and the books were accordingly closed on that day, leaving a surplus amount of orders for April delivery that equal 25 per cent of last April's entire shipments.

"This steady increase in volume has necessitated added production personnel, which now stands at the highest point for a corresponding period since May, 1930."

### Schmidt Again with Parsons

M. W. Parsons, Imports and Plymouth Organic Laboratories, Inc., New York, has advised us that E. C. Schmidt has rejoined the Parsons organization as sales manager. Mr. Schmidt has had long experience in the drug and cosmetic field and is well known to the entire trade. His previous connections include Innis, Speiden & Co., New York; Angier Chemical Co., Boston, and the Upjohn Co., New York.

### Meadows Promoting "Deepore"

V. E. Meadows, Inc., New York, which has been engaged in radio broadcasts over station WMCA in New York for "Admiracion" and "La Gerardine" hair preparations, has added "Deepore" cleanser, a product of Deepore Laboratories, New York, to its list and is now promoting that product over the air. The programs, which are presented at 1.30 p.m. from Monday to Friday each week, are in charge of V. E. Meadows, lecturer on cosmetic styling, who recently was engaged in promotion work for Daggett & Ramsdell.

### Dr. Thomssen an Eastern Visitor

Dr. E. G. Thomssen, chief chemist for the J. R. Watkins Co., Winona, Minn., and Mrs. Thomssen are spending several days in New York and vicinity. Dr. Thomssen is on one of his periodic inspection trips to the Eastern plant at Newark, N. J., and will also go to Montreal to look over the toilet preparations situation in Eastern Canada.

### Arthur Kane Co. Formed

Arthur Kane, formerly sales manager of Parfums Francaise, Inc., New York, has established the Arthur Kane Co., with offices at 347 Fifth avenue, New York. The new firm will specialize in creating and importing promotional items for toiletries departments. At the present time it is distributing a line of floral eau de Colognes under the trade name "Duchene."

### A Leverhulme Story

Viscount Leverhulme told a story against himself at a recent London retailers' dinner. One of Lever Brothers' travelling salesmen who had retired met an old customer, who said: "Ah, the firm isn't what it was in the days of the old man and yourself."

Asked what he meant, he pointed to one of the firm's advertisements. "Look at the slogan," he said, "'Buy a packet to-morrow.' Why, in the old man's time that would have been 'Buy a packet today!'"

### Doolittle Visits Canadian Branch

A. Doolittle, president of Compagnie Parento, Inc., Croton-on-Hudson, N. Y., visited the Canadian affiliate, Compagnie Parento of Canada, Toronto, during the past month. Mr. Doolittle called on the trade in company with E. C. Barton, the manager at Toronto.

### Enamelart Has New Showroom

The Enamelart Co., Inc., New York, has opened very attractive new showrooms at 10 West 33rd street. The new quarters are admirably equipped for displaying the products of the company, many of which fall within the cosmetic field.

### Congratulating Mr. and Mrs. Hailer

F. J. Hailer, head of the purchasing department of the United Drug Co., Boston, is a proud parent for the sixth time. The baby, born April 8, is Florence Lois.

## Dubey Now with Ungerer

Ungerer & Co., New York, has appointed Alfred E. Dubey, Jr., salesman in the New York Metropolitan district for its full line of essential oils, synthetic aromatic chemicals and perfume raw materials. Mr. Dubey has had many years of experience in the selling field. He will contact the customers formerly handled by George R. MacDonald, recently transferred to the new Ungerer branch in Boston.

## Dr. Ruzicka Lectures in London

Dr. L. Ruzicka, chief chemist of M. Naef & Co., Geneva, Switzerland, delivered an interesting series of lectures in London recently covering some of the work for which he is famous in the perfume industry, including discussion of the chemical constitution of civetone and muskone, both of which Dr. Ruzicka discovered. His company is represented in the United States by Ungerer & Co., New York.

## André Firmenich to Visit Here

We are advised by Ungerer & Co., New York, American representatives of M. Naef & Co., Geneva, Switzerland, that André Firmenich of that house and son of its president is expected to arrive on the *Bremen*, May 8, for a visit to the trade here. Mr. Firmenich is well known to many in the trade through his former visits. He will make his headquarters at the Ungerer office in New York.

## Clark Back from Western Trip

Samuel H. Clark, president of Whittaker, Clark & Daniels, Inc., New York, recently returned from a trip through the West on the TWA flyer, *Los Angeles*, which holds the cross country record. He reports smooth sailing at an average speed of 180 miles per hour. Mr. Clark is a confirmed flying addict, having covered more than 15,000 miles by air last year. He believes that flying is not only the coming but the best present method of travelling. Most of his time during the last year has been taken up in development work in connection with what he believes will be a "new era" in the use of minerals in industry. "When my trade needs me", he says, "I must respond and I can only accomplish it by doing in hours what would take days by any other means of travel."

## Lowen Represents Pennsylvania Tube

Pennsylvania Collapsible Tube Co., Williamsport, Pa., has advised us of the appointment of Stanley Lowen as its representative in New York and vicinity. Mr. Lowen, who is well known in the trade, maintains offices at 122 East 42nd street, New York City, and also represents the cosmetic division of the Schultz-Illinois-Star Co., Warsaw, Ind., in this territory.

## New Polak Representatives

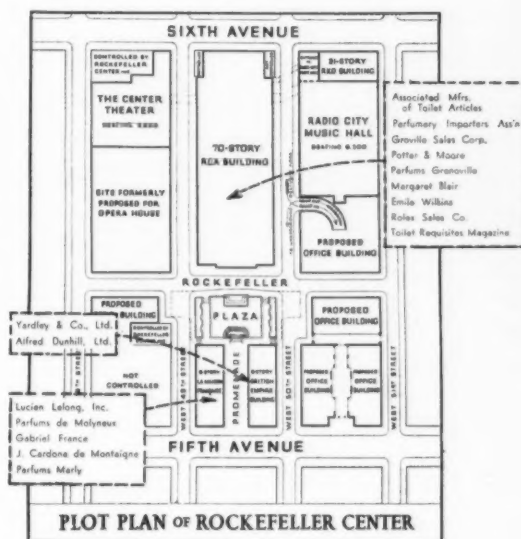
Polak Frutal Works, New York, advises us of the appointment of John L. Lutz Co., 88 Broad street, Boston, as its New England representative, and of J. L. Matthieu Sons, 239 Chalmers Ave., Detroit, as its Michigan representative.

## Sellmer Now Colgate Superintendent

Earl J. Reddert, for the last three years superintendent of the Milwaukee plant of Colgate-Palmolive-Peet Co., has been transferred to the company's main office in Jersey City, N. J. The transfer leaves George A. Sellmer, formerly office manager, in charge of the Milwaukee plant.

## A Coming Trade Center?

An increasing number of perfume and cosmetic houses, desirous of locating in the heart of the fashionable Fifth avenue section of New York, is turning to the new group of imposing buildings in Rockefeller



Center. The accompanying chart shows a map of Rockefeller Center and indicated upon it are the names and locations of the cosmetic houses which have already taken space there.

## Wirz Tube Wins Award

Among the packages receiving a certificate of merit and honorable mention in the recent "All-America" packaging contest, was the tube manufactured by A. H. Wirz, Inc., Chester, Pa., for the "Princess Louise" shampoo. This is the embossed tube recently illustrated in our pages. The company with justifiable pride calls special attention to it in this month's advertisement.

## Fitzsimmons Back from Vacation

C. J. A. Fitzsimmons, president of Orbis Products Trading Co., New York, has just returned from a brief vacation in Pinehurst, N. C., where at this time of the year the weather is fine and the golfing excellent.

## Solvay Moves Philadelphia Office

Solvay Sales Corp., has advised us that its Philadelphia office will be moved on May 1 to more convenient quarters at 12 South 12th street.

### Kennedy a New York Visitor

J. R. Kennedy, vice-president of the United Drug Co. of Canada, Toronto, spent several days visiting the trade in New York early in April. Mr. Kennedy reported that business in the Dominion had shown a steady gain and that the trade there was extremely optimistic. He spoke enthusiastically of the coming convention of the Association of Canadian Perfumers and Manufacturers of Toilet Articles, expressing regret at the conflict of dates with the convention of the A.M.T.A.

### Continental Can Dividend

Directors of Continental Can Co., Inc., have declared a quarterly dividend of 75 cents a share on the common stock, payable May 15 to holders of record April 25, thereby placing the shares on a \$3 annual dividend basis. In October, 1933, the directors restored the dividend to the rate in effect prior to August, 1932, by increasing the annual dividend from \$2 to \$2.50 a share.

The steady improvement in the company's business which started in April of last year continued during the first quarter of 1934, with sales 20 per cent above those of the same period in 1933, according to the company. Outlook was reported to be favorable for the balance of the year in view of prospects for good demand from food packers and a general improvement in industries served.

### The "Madam White" Transportation Fleet

Fred Bergholt, president of the Madam White Co., Minneapolis, has designed the "Madam White" streamline car, and the "Madam White" bus, which were constructed in his own shop. He is shown with the "Madam White" bus, which is used in transporting salesgirls to various points; the "Madam White" airplane, which is used for advertising purposes and for hurried business trips, and the "Madam White" streamline automobile, designed and manufactured about one year ago, which is used in novel advertising ventures and for advertising on tours taken by Madam White in visiting branch offices and crews in cities and towns in the West.

The bus, airplane, and the unusual streamline car, together with the fleet of snowy white cars, provide a unique type of advertising.

### Eustace H. Gane

Eustace H. Gane, president of Gane & Ingram, Inc., New York City, manufacturing chemists, died at his home in Montclair, N. J., March 23 at the age of sixty-four. Mr. Gane had been associated with the chemical industry for many years and was for twenty-five years chief chemist of McKesson & Robbins, Inc. He left that house about ten years ago and started the firm of Gane & Ingram which under his energetic direction met with considerable success. Mr. Gane was nationally recognized as one of the outstanding figures in the drug and chemical industry and was responsible for the perfection and introduction of a number of important chemical specialties in these fields. He was a member of the Chemists Club, of New York, and of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc. Funeral services were held March 26 and were attended by a delegation of his friends in the industry. He leaves a widow and one son, who is active in the company.

### Samuel Smith

Samuel Smith, founder and president for many years of Smith, Angevine & Co., soap manufacturers, Port Chester, N. Y., died at his home in that village February 24 at the age of sixty-one. He had been ill for more than a year. Born in Warsaw, Poland, Mr. Smith came to this country in 1890 and worked in several factories in the vicinity of Port Chester before he established his soap works in 1896. The company specialized in the manufacture of a yellow borax soap and a white soap containing bluing which was invented by him. The firm ceased operations about four years ago.

### Stanley M. Williams

Stanley M. Williams, an executive in the chemical laboratories of the National Oil Products Co., Harrison, N. J., died April 6 at his home in East Orange, N. J., after a month's illness at the age of fifty-five. Born in Indiana, Mr. Williams came to New Jersey while a boy and lived in East Orange for about fifty years. He was a graduate of Cooper Union in New York, where he received the degree of Bachelor of Science. After many years as a chemist in Newark, he joined the National Oil Products Co. He was a bachelor.



THE MADAM WHITE FLEET



### Florin L. Amrhein

Florin L. Amrhein, Ph.C., B.S., assistant professor of chemistry at the Massachusetts College of Pharmacy, Boston, Mass., died suddenly in that city March 30. Prof. Amrhein was formerly chief chemist for the town of Brookline, Mass., later joining the staff of the college. In recent years he has done much work on vitamin D and succeeded in proving that this vitamin could be absorbed through the skin, a discovery of much interest to cosmetic manufacturers.

He was a Fellow of the American Society for the Advancement of Science, a Fellow of the American Institute of Chemists and a member of the following scientific and trade organizations: American Chemical Society, American Pharmaceutical Association, National Geographic Society, Northeastern Chemical Society, New England Conference of Chemistry Teachers, Massachusetts State Pharmaceutical Society, Boston Association of Retail Druggists, Boston Druggists Association, Brookline Lodge of Elks, Chemists Club of New York. He had been for some time a member of the revision committee of the U. S. Pharmacopoeia; was grand regent of the Kappa Psi Fraternity and secretary of the Massachusetts College of Pharmacy Alumni Association. He was a cousin of F. J. Hailer, who is associated with the United Drug Co., of Boston.

### Frank J. Maus

Frank J. Maus, founder and head of the Kalamazoo Supply Co., beauty and barber supplies dealer, Kalamazoo, Mich., died at his country home near Martin, Mich., March 17, at the age of 52.

Mr. Maus was a son of Mr. and Mrs. J. L. Maus, of Hastings, Mich., where he spent his early life and was graduated from the local high school, later taking his degree in pharmacy from Northern University, Ada, Ohio. For some years he owned and operated the City Drug Store in Kalamazoo, and in 1920 entered the beauty and barber supply business. He was also head of the Kalamazoo Pharmacal Co.

Interested in civic and fraternal affairs, Mr. Maus, was for a time alderman, the youngest ever to hold that office in Kalamazoo. He was a member of the Elks, L.O.T.M., I.O.O.F., and the Lions Club.

Surviving are his widow, the former Winifred B. Walker, a son, Raymond Walker Maus, who will continue his father's business, his parents, two brothers and a sister. Funeral services were held March 21 at the First Congregational Church in Kalamazoo, with interment at the East Martin, Mich., cemetery.

### Dr. Ernest T. Williams

Dr. Ernest T. Williams, vice-president, Eastern manager and a director of the Scholl Manufacturing Co., Inc., maker of foot-comfort appliances and preparations, died March 5 at his home in Jackson Heights, N. Y., after an illness of several weeks. Born in Wilkes-Barre, Pa., forty-seven years ago, Dr. Williams was graduated from the Institute of Podiatry. Soon after he became associated with Dr. William M. Scholl, head of the company, and continued with the Scholl organization for twenty years.

Surviving are a widow, Mrs. Helen McEwen Williams; a son, Ralph S.; a daughter, Edna E. Williams, and two brothers, Thomas E. and John A. Williams.

### Roger J. Weber

Roger J. Weber, who for some years was associated with the sales staff of Givaudan-Delawanna, Inc., New York, and covered New York City and New York State, died in Berne, Switzerland, late last month at the age of 42. Mr. Weber was a native of Switzerland but spent more than ten years with the Givaudan-Delawanna organization in the United States. He made many friends here who will regret his untimely death. He leaves a sister residing in Berne.

### J. D. Rockafellow

J. D. Rockafellow, for the last fourteen years associated with Fritzsche Brothers, Inc., New York, as travelling representative covering Southern territory, died at his home in San Antonio, Texas, April 6, at the age of 59. He was taken ill during the course of a trip through his territory and passed away two weeks later.



THE LATE

J. D. ROCKAFELLOW

He was exceptionally well acquainted with the trade in Southern territory, not only through his association with Fritzsche Brothers, Inc., for which he covered the district from Western Texas to Washington, D. C., for a number of years, but also from long association with the wholesale drug trade in which he spent a large part of his career. He was associated with Fritts & Wiehl of Chattanooga, Tenn., early in his career, later going with Mooney, Muller Drug Co., of Indianapolis, and for the ten years just prior to his association with Fritzsche was a buyer for the San Antonio Drug Co. In recent years he had travelled only the Western part of the South, his son, N. D. Rockafellow, of New Orleans, having taken over the Eastern part of the territory.

Mr. Rockafellow was typical of the Southern gentleman, modest in demeanor, industrious in whatever he undertook and highly respected not only by his many friends in the consuming trades but by his competitors as well. His wife died about six months ago, and surviving are his son and two daughters, Christine and Katherine, of San Antonio.

### Willard M. Maxim

Willard M. Maxim, founder of the Maxim Soap Co., New York, died unexpectedly of a heart attack in his office at 89-91 Warren street, New York, on March 27. Mr. Maxim was born in Winthrop, Me., seventy-one years ago. In 1896 he established the Maxim Soap Co. for the manufacture of soap specialties. The business will be continued by his son Willard Brown Maxim.

### Mme. Dhumez

We record with regret the recent death of Mme. Dhumez, mother of Pierre Dhumez, head of Pierre Dhumez & Co., which took place early in March at Vallauris, France, and extend our sympathy to Mr. Dhumez and his family.

## Chicago Trade Notes

**O**FFICERS of the Chicago Drug and Chemical Association for 1934 have been elected and installed and are now at work on the program of activities of the association for the coming year. M. B. Zimmer, of Fritzsche Brothers, Inc., is the new president of the organization. Mr. Zimmer has for many years been one of the most active and energetic members and has served on various committees. He is deservedly one of the most popular men in the industry and about Chicago and will, we are sure, fill the office with distinction.

His business career started with Marshall Field & Co., retail store, in 1882 when he began work as a messenger boy. Later he was transferred to the work-room where interior decorations and furniture were manufactured and gradually he reached the position of assistant foreman. Later he became foreman of a section of the work-room and was finally promoted to department manager which position he held until January of 1914. He then joined his brother, B. F. Zimmer, who was at that time Chicago representative of Fritzsche Brothers, Inc. An unusual feature of his resignation from the Marshall Field organization was that it was never accepted and it was understood that he was merely on a leave of absence and even now that condition exists. He has been the secretary of the Chicago Perfumery, Soap & Extract Association and has also been active in the work of the Flavoring Extract Manufacturers Association of which he has been made the perpetual sergeant-at-arms.

Frank L. McCartney, of the Norwich Pharmacal Co., is the new vice-president. He was formerly with the New York office of the Monsanto Chemical Co., leaving some years ago to take charge of the Norwich office in Chicago. He has served on a number of the association's committees and his choice as vice-president is a well-deserved recognition of his work in its behalf.

A. J. Rocca, of the Gazzola Drug & Chemical Co., was chosen to succeed himself as treasurer. The members felt that he accomplished such a fine job during 1933 that he should have another year to carry out some ideas that he started during his first term. As watch-dog over the money he received from the members his one big worry is the balance at the end of the year but the entertainment committee relieves him of this worry, by spending most of the balance. But Mr.

Rocca does a remarkable job by reporting a fine balance at the end of the year.

Arnold G. Schneider, was also sentenced, (pardon) we mean re-elected, to succeed himself as secretary for 1934. During his spare moments Mr. Schneider is connected with the Victor Chemical Works, holding down the important office of assistant treasurer, but he surely must be breaking the rules of the N.R.A. as far as working hours are concerned, for his success as secretary during 1933 certainly shows that he puts in many extra hours fulfilling the arduous duties of this office.

The Chicago Drug and Chemical Association held an inaugural supper and boxing show on the evening of April 12 at the Chicago Athletic Association. While the party was primarily an inaugural affair to introduce the newly elected officers, entertainment in the form of five boxing matches and one wrestling match was provided. It was strictly a stag party for members only, preceded by a buffet supper and just enough music to start the harmony for the singing which usually follows a dinner of this sort. As a special attraction, the entertainment chairman, Fred J. Neil, of the Grasselli Chemical Co., secured a number of door prizes, that were drawn for by number selection. The entertainment committee thought of the stag affair just to change the usual procedure of the Spring parties which usually were dinner dance affairs, and it was obvious that the members thoroughly enjoyed the change.

### Perfumers Hold Spring Party

The Chicago Perfumery, Soap & Extract Association held its annual Spring party at Chez Paree, celebrated night club, on the evening of April 3. The party, which may be more appropriately called ladies' night, was an overwhelming success, as more than 200 were in attendance to enjoy the wonderful program. The entertainment was in the order of a dinner dance and floor show which started with the dinner and lasted well after midnight. The entertainment committee, with Russell Brown as chairman, outdid itself, not only in providing a well-balanced dinner, but the entertainment which followed certainly met with the approval of all the members and their guests. It included artists who provided dancing, singing and a spectacular display of talent, which was staggered between the dances, so that not a dull moment intervened. This Spring party winds



M. B. ZIMMER



F. L. MCCARTNEY



A. J. ROCCA



A. G. SCHNEIDER

up the association Spring and Summer social program, as the golf auxiliary, will provide the necessary entertainment for the members during the hot Summer months, with a golf tournament every month from May to September. The tournaments will be announced later.

### Mid-West Trade Show

The Mid-West Beauty Trade Show was held at the Sherman House April 2 to 4. The attendance was far in excess of any previous year, and it was reported by the exhibitors that those visiting the show came for the express purpose of looking over the new products, and making purchases to replenish their stocks. The increase of orders placed at the show was noticeable, from the opening days, which gives adequate proof that the hair-dressing and beauty shop business is one industry that is continuing to improve steadily. The program of the show consisted largely of lectures by several experts on skin treatments, variations of hair-dress styles and the various uses of toilet requisites. Creams, powders, wave sets and nail polishes were especially in demand.

Among those displaying their products at booths were the following: Scott Laboratories, J. W. Marrow Mfg. Co., Boyer International Laboratories, Andreas du Val, Procter & Gamble Co., Consolidated Hair Goods Co., Gleem Products Co., and Gibbs & Co.

Procter & Gamble Co. had a booth which displayed a new product called "Drene" shampoo. This is an oil-less and soapless shampoo.

### Hanshaw Buys Federal Food

Announcement was made recently that T. E. Hanshaw, an official of the Thayer Pharmacal Co., had purchased from the receivers, the assets of the Federal Pure Food Products Co. Mr. Hanshaw, in a statement to the trade, said that the business of the Federal Pure Food Products Co. will be continued as in the past. The Thayer Pharmacal Co. will be moved over to the new quarters located at 3309 Archer avenue, which provide considerable more space for manufacturing requirements, and also allow for expansion of its line of products.

### Beach on Western Trip

John Beach, of Seeley & Co., New York, does not believe in wasting much time in traveling. He left New York late in March for a visit to the West Coast, and, by using planes, was able to complete his California trip and arrive in Chicago April 6. Mr. Beach mentioned that his fastest trip, and incidentally, the most enjoyable one, was from California to Chicago.

### Bennett Recovering from Operation

D. A. Bennett, president of Albert Verley, Inc., is in St. Luke's Hospital recovering from an operation for appendicitis. While the operation was somewhat more serious than anticipated, Mr. Bennett is out of danger, and will be able to return home shortly.

### Circulars, Price Lists, Etc.

**Armstrong Cork & Insulation Co., Lancaster, Pa.**—*"A Buying Guide to Armstrong's Closures."*—This little booklet describes and illustrates the 12 types of closures manufactured by the company for various packaging needs. Each type is briefly described, together with its appropriate uses, and specifications as to sizes, colors, designs and liners for each are given. It should be useful to purchasers of closures of any kind.

\* \* \* \*

**General Plastics, Inc., North Tonawanda, N. Y.**—*"First Stock Plastic Jars."*—"Shown in the accompanying photograph is a brand new molded plastic cream jar, offered as a stock container by Arrow-Hart & Hegeman Co., Hartford, Conn. Being molded of a special perfected water-resistant 'Durez' molding material, the jar is said to be suitable for all sorts of cosmetic creams, either water-base or oil-base, inasmuch as plastic jars of this material are still in perfect condition in the 'Durez' laboratory after 2½ years on test with water-base



creams. Greater accuracy possible in the molding operation gives a tighter seal and less evaporation, the manufacturers claim, and other advantages are a 45-pound weight saving per gross, easy filling and sealing, ample label space capable of infinite label variations, elimination of breakage, choice of brilliant scarlet or jet black, or combinations of these colors, and capacities of 2, 3 and 4 oz. as standard. The jars have that sleek lustre and sympathetic surface peculiar to well-molded plastics, which is said to be particularly pleasing to women."

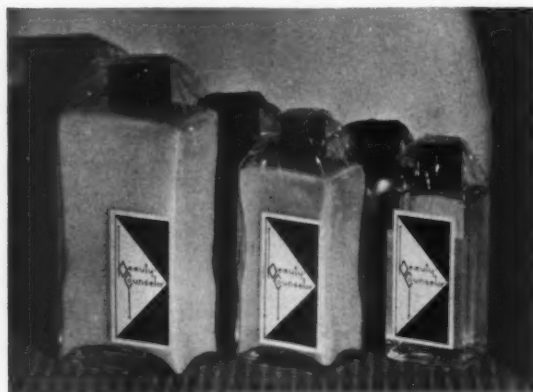
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**George Lueders & Co., New York.**—*"Wholesale Price List, March, 1934."*—This is the company's regular price list of essential oils, perfumers' materials, fruit essences, vanilla beans, olive oil, natural flower products and aromatic chemicals, as well as the natural flower essences and prime materials manufactured by Camilli, Albert & Laloue, Grasse, for whom George Lueders & Co. is American agent.



**Givaudan-Delawanna, Inc., New York.**—*"The Givaudanian"* for March, 1934.—This house organ gets more and more interesting, and the current issue is replete with useful and entertaining information together with the usual excellent cartoon by "Lem". Special mention is made of cetyl alcohol, a product recently put on the market by the company. It is recommended for brushless shaving creams and two interesting type formulae are given. Dr. Eric C. Kunz, executive vice-president, in a striking editorial, argues that "A good code would make the Copeland bill unnecessary".

**Owens-Illinois Glass Co., Toledo, Ohio.**—*Photographs of several interesting new packages.*—A number of different styles of Owens-Illinois bottles are illustrated in several handsome photographs, recently received from this progressive company. Illustrated is the new square bottle line now being used by Beauty Counselors, Detroit, which are admirably adapted for the company's line of liquid products. Other illustra-



tions of products for which the company supplies bottles or has redesigned containers, include "Murphy's Oil Soap," a household cleanser by Phoenix Oil Co., Cleveland; West Indian bay rum, by Vi-Jon Laboratories, St. Louis; the "Ultra" line by The Nyal Co., Detroit; the soluble tooth powder of J. A. Case, Inc., Denver; and a new amber glass bottle with the applied letter process label for "Hennafoam" shampoo, by Hennafoam Corp., New York. Some of these will be illustrated in later issues.

**Kaufmann Department Stores, Inc., Pittsburgh, Pa.**—*"Science in Buying."*—This is a book containing a series of eleven radio talks by prominent scientists, with an introduction by Edgar J. Kaufmann, president of Kaufmann Department Stores. The talks were sponsored by The Kaufmann Research Foundation, and were broadcast from Station WCAE, June, 1933. Of particular interest to our industry is the talk on cosmetics and perfumes by W. L. Nelson, Ph.D., Industrial Fellow, Mellon Institute.

**Fritzsche Brothers, Inc., New York.**—*Price List, April, 1934.*—Listing of most recent quotations on flower essences, aromatic chemical preparations, colors, essential oils, flavors, perfume bases, synthetic flower oils, and sundries offered by the company.

**Dodge & Olcott Co., New York.**—*Price List, April-May, 1934.*—This is the company's reference and price list for the manufacturing and wholesale trades and contains prices and descriptions of essential oils, flavors, oleo-resins, synthetic aromatic chemicals and other products. Special sections are given to the products of J. Mero & Boyveau, Grasse, and Fabriques de Laire, Issy and Calais, makers, respectively, of natural floral oils and aromatic chemicals. "D & O." compounded perfume bases are also given special space in the catalog.

**V. Vivaudou Inc., New York.**—*Catalog.*—The company has issued a very attractive catalog of its "Mavis", "Melba", and "Djer-Kiss" lines. It consists of a 9" by 12" black and silver cover with pocket for carrying four double-page illustrated price lists. Changes can then be made, merely by substituting new pages for the old.

**Synfleur Scientific Laboratories, Inc., Monticello, N. Y.**—*Monthly Bulletin No. 27.*—This attractive bulletin, with its perfumed blotter enclosure, features "Rose 77", not only in copy but in color treatment. A number of price suggestions on the company's line of aromatic materials are also included.

**E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.**—*"The du Pont Magazine," March, 1934.*—The March issue of this interesting house organ contains many articles featuring the various products manufactured by the company, and as usual, is amply illustrated.

**Harriet Hubbard Ayer, Inc., New York.**—*"Beauty to Your Fingertips."*—This little booklet describes the company's preparations for the hands, nails, arms and feet, and gives directions for their use.

**Rossville Commercial Alcohol Corp., Terre Haute, Ind.**—*Alcohol Talks, February, 1934.*—This is the first of a series covering spirits, ethyl alcohols, beverages, alcohol sources, fermentation, distillation, government regulations, higher alcohols, the alcohol field, alcohol research and specific uses.

## New Incorporations

Alwin Products, Inc., cosmetics, 75 Varick street, New York; 40 shares A, 40 shares B no par value stock.

Hudson Laboratories, toilet preparations, soaps, dyes; 100 shares no par value stock. Filed by Harry C. Adams, 270 Broadway, New York.

Jay Aromatics, Inc., cosmetics, Newark, N. J.; 100 shares no par value stock. Agent: Carl Jensen, Newark.

W. P. Harms Co., Inc., cosmetics, skin tonics, scalp tonics; 500 shares no par value stock. Filed at Dover, Del., by Corporation Service Co.

Bathasweet Corp., druggist, 1901 Park avenue, New York; 200 shares no par value stock.

Dr. Scholl's, Inc., foot appliances; \$1,000. Filed by Weisman, Quinn, Allan & Spett, 1450 Broadway, New York.



# Canadian News and Notes

## "Red" Morison Now United Drug Manager

W. H. ("Red") Morison has recently been made sales manager of the United Drug Co. of Canada, Toronto, succeeding the late George Wilson. Mr. Morison is a graduate of the Ontario College of Pharmacy. For some years he conducted a drug store in Dauphin, Manitoba. He became associated with the United Drug Co. in 1914, acting in the capacity of manufacturing chemist, and later joined the sales force of the company. "Red" is well known and very popular with the trade.

## Robert W. McLarty

Robert W. McLarty, prominent Toronto perfume and cosmetic manufacturer, died suddenly on March 29 at his residence, 18

Grenadier Heights. The late Mr. McLarty had been engaged in the perfume manufacturing business in Toronto for more than twenty years. He was born near Barrie in 1885 and was engaged for several years in business in northern Ontario before coming to Toronto and starting the business which bears his name.

Mr. McLarty was prominent in lodge and fraternal circles, being a past master of Imperial Lodge, L. O. L. No. 2767, a member of Georgina Lodge, F. & A. M., the Toronto Lodge of Perfection, and the Rose Croix Chapter of the Scottish Rite. He was also a member of the Toronto Board of Trade, a life member of the Parkdale Canoe Club and vice-president of the Toronto Optimists' Club.

Surviving are his widow, Nellie B. McLarty, who had sailed for England just a day before his death, two daughters, his mother and a brother, Jack McLarty.



THE LATE  
ROBERT W. McLARTY

## Bristol-Myers to Stabilize Prices

A price stabilization policy has been announced by Bristol-Myers Co., of Montreal, agent for "Ipana" tooth paste, "Ingram's" shaving cream, "Ingram's Milk-Weed Cream" and other products. For some time the company has realized the need for bringing about relief from the practice by which many packaged toilet articles are being sold without reasonable profit to the retailer. The company states that it has a big sense of responsibility for the welfare of the dealer and that steps to protect his interest have become necessary. Accordingly, the company has now suggested minimum retail prices on its products.

The company makes it clear that, in outlining these prices, it is not the intention that its products be sold at those prices only, but rather that they should not be sold below them.

## Perfumers Entertain the Children

The regular April meeting of the Association of Canadian Perfumers and Manufacturers of Toilet Articles was turned into a children's party to the great delight not only of the large number of children present but of the grown-ups as well. Taylor Statten, of Pickering College, was the speaker, and presented a most instructive address for boys and girls. In addition, an old-fashioned Punch and Judy Show and a clown provided entertainment for the younger guests. E. C. Barton, of Compagnie Parento of Canada, as usual led the singing. Bowling prizes for the last two tournaments of the association were presented.

## Canadian Cosmetic Production Steady

Production of the toilet preparations industry in Canada during 1932 was valued at \$5,946,409, according to the latest statement issued by the Dominion Bureau of Statistics. This figure compares with \$5,946,292 in 1931.

In 1932 a total of 71 plants was included in the category which comprises only firms whose toilet preparations make up the larger part of their output. The firms were as follows: Ontario 46, Quebec Province 18, Manitoba 3, British Columbia 3 and Alberta 1. These plants reported fixed and working capital at \$5,492,507 with salaries and wages estimated at \$958,233. The value of materials used in the manufacture of their products was \$1,876,280, including containers at \$1,131,842.

Imports of toilet preparations into Canada during 1932 were valued at \$737,274, as compared with \$1,112,635 in 1931. About 50 per cent of the imports came from the United States while 26 per cent came from France and 23 per cent from the United Kingdom.

## Canadian Stations Carry Fitch Program

The druggists throughout Canada are reporting a big boost in sales of Fitch's "Dandruff Remover Shampoo" and Fitch's "Ideal Hair Tonic." A string of 18 Canadian radio broadcasting stations is carrying the Wendell Hall program sponsored by the F. W. Fitch Co., Toronto, and the broadcast is reported to be meeting with big success. There is a unique contest in connection with it in which contestants are asked to write a four-line verse to the tune of "It Ain't Going to Rain No more."

Many of the jingles submitted have been very good, and there have been winners announced from Vancouver, Edmonton, Saskatoon, Regina, Winnipeg, Fort William, Peterborough, Oshawa, Toronto, Ottawa, Lambton, St. John, N. B., Halifax, Sydney Mines, N. S.

## Valmont Makes Prize Offer

The Valmont Co. of Canada, Ltd., Walkerville, Ont., has announced that a special offer of a Tudor Plate silver spoon will be given with each large tube of "Kolynos" tooth paste, the same being effective up until May 12.

## Parento Increases Space

Compagnie Parento of Canada has just taken new and larger space at the same address, 73 Adelaide street, West, Toronto, where better facilities are available.

## Lanspeary to Handle Publicity

C. Lyle Lanspeary, manager of the Lanspeary Stores, Windsor, Ont., has been appointed to handle the publicity in connection with the Ontario Retail Druggists' Association convention to be held in Windsor in June. Mr. Lanspeary already has many of the details under way, and he is confident that this year's convention will be the biggest and best one yet.

## Tamblyn's Annual Report

The annual report of G. Tamblyn, Ltd., Toronto, for the year 1933 shows earnings of \$2.74 on the common stock, as compared with \$3.57 in 1932. Operating profits are reported as being \$186,276. This compares with \$215,929 for 1932.

As in the previous year, preferred dividends were paid and an addition of \$76,788 to surplus was made, bringing the total up to \$669,069. Current assets were reported as \$917,271 and current liabilities \$280,935, thus revealing a strong working capital position.

## Offer New Potter & Moore Items

Norman S. Wright & Co., Toronto, believe that a cordial reception will await their announcement of several new items which they have added to the Potter & More Mitcham lavender line. Lavender perfume is being presented in two "moderne" purse flasks retailing at 25 cents and 50 cents each. They are smart-appearing square glass flasks with black plastic tops, very attractive in appearance. They are put up in attractive counter display containers each of which carries one dozen units.

In addition to the above lavender line, Potter & Moore are also introducing novel purse size tubes of "Devon Violets" and "Devon Lilies" perfume. They are presented on smart gilt cards holding one-half dozen each, which enables them to be effectively displayed. Aggressive advertising is being carried on for the Potter & Moore line right across Canada, enabling druggists to tie up with the campaign.

## Expresses Appreciation

*Belle Terra Products Co.*

In renewing our subscription for another year we wish to express our hearty appreciation of the many articles of technical interest which have appeared in your journal, and which we have found most helpful. We also wish to extend our many thanks to the manufacturers who advertise in the journal, for their courtesy in submitting samples and for the pleasant business relations we have made. We consider THE AMERICAN PERFUMER the most important book on our shelves and look forward to its arrival each month with much interest.

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT

Perfumer Publishing Co., 432 Fourth Ave., New York.

### TRADE MARKS

"Rimmel." Toilet preparations, perfumes, etc. Rimmel, Inc., West Orange, N. J.

TRADE MARKS UNDER UNFAIR COMPETITION ACT OF 1932

"Tattoo." Lipsticks and rouge. James L. Younghusband, Chicago, Ill.

"Orvus." Sulfo derivative of higher fatty alcohol having cleansing and detergent properties. Procter & Gamble Co., Cincinnati, O.

A carton in red and grey, being 4/5 red and 1/5 grey, decorated with parallel white lines and white circles. Toilet preparations. National Oil Products Co., Harrison, N. J.

"Anticlavo." Hair tonic. François-Xavier Simard, Baie St-Paul, Quebec.

"Television." Theatrical make-up and cosmetics. Max Factor & Co., Los Angeles, Calif.

"Lov'me." Toilet preparations. Vadsco Sales Corp., Long Island City, N. Y.

"Passionade." Toiletries, beverages and pharmaceuticals. John A. Huston Co., Ltd., Toronto, Ont.

Panel of elongated form, the bottom portion presenting a variegated effect produced by a plurality of color tone areas. Toilet preparations. Marion Lambert, Inc., (of Canada), Ltd., Toronto, Ont.

"Scandal." Perfumery articles. La Societe Lanvin Parfums, 4, Rond Point des Champs Elysées, Paris, France.

"Lov-Kist." Perfume and toilet preparations. J. T. Wait Co., Ltd., Montreal, Que.

A label, the background silver, and a red panel with a kettle on it. Flavoring extracts. J. A. Desy, Ltd., Montreal, Que.

### INDUSTRIAL DESIGNS

Glass bottle of general flattened octagonal form; one of the flat sides of the octagon forms the bottom; the two flat sides adjacent to the bottom form angles of 120° with the bottom, which allow it to be tipped over to rest on either of these flattened sides with steadiness. Owens-Illinois Glass Co., Toledo, O.

Jar, having opposite octagonal faces with bevelled borders merging into the sides, base and neck of the jar. Consumers Glass Co., Ltd., Montreal, Que.

### PATENTS

339,770. Dentifrice. Benjamin Rice Faunce, Riverside, N. J.

339,818. Closure cap. Anchor Cap & Closure Corp., Long Island City, N. Y., assignee of John C. Gibbs, New York City.

339,949, 340,356. Tube cap and closure cap, respectively.

Clarence M. Jones, Tulsa, Okla.

340,329. Bottle seal. Ward Ashton, inventor, and John Ormond, assignee of one-half interest, both of Ottawa, Ont.

340,387. Container cap. Brass Goods Mfg. Co., New York, assignee of Albert G. Craz, Richmond Hill, N. Y.

## Brazil Has 873 Perfumeries

According to a Paris commercial report, the Brazilian chemical industry, including the distillation of fats and soaps, but not wood distillation or the cosmetics industry, now employs over 20,000 workers. Pharmaceutical products manufacturers are numerically the strongest, with 1,329 works, perfumeries coming second with 873 plants.

# Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder

are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,950,465. Hinged receptacle. Carl H. Whitlock, Lockport, N. Y., assignor to Norton Laboratories, Lockport.

1,951,510. Collapsible tube closure. Leo Goldberger, Cedarhurst, N. Y., assignor to one-half to Joseph Simon, Cedarhurst.

1,951,511. Process of making soap. Martin Hill Itner, Jersey City, N. J.

1,951,544. Self-sealing tube. Matthew M. L. Burrell, Milheim, Pa.

1,951,610. Closure for collapsible tubes. Aloysius M. Hennen, Spokane, Wash.

1,952,586. Fluid-tight valve closure. Frederick C. Cruze and John K. Haley, Knoxville, Tenn.

1,952,659. Cosmetic applicator. Julia T. Dorrance, Los Angeles, Calif.

1,953,251.—Lipstick. August Mitchell, New York, N. Y., assignor to Scovill Manufacturing Co., Waterbury, Conn.

1,953,296. Rouge applicator. George A. Gleeson, Chicago, Ill.

1,953,438. Process for coloring organic products. Paul Schlack, Berlin-Lichtenberg, Germany, assignor to General Aniline Works, Inc., New York.

1,953,887. Cleansing-tissue compact. William Medoff, Brooklyn, N. Y.

1,953,910, 1,953,911. Lipstick holder. Winfred T. Parkin, Providence, R. I., assignor to Theodore W. Foster & Bro. Co., Providence.

1,954,397. Depilatory. Albert A. Uebbing, Chicago, Ill., assignor to Delatone Co., Chicago.

1,954,541. Dispensing cap for containers. Edouard Fred Satz, New York.

1,954,717. Collapsible tube cap. Francis B. Strang, Homestead, Pa.

## Designs Patented

91,742. Design for a bottle package. Adolf Tarr, Westfield, N. J.

91,784. Design for a bottle. Stephen L. Nordlinger, Hawthorne, N. Y., assignor to Conti Products Corp., New York.

91,818. Design for a beauty box. Lurelle Guild, Darien, Conn., assignor to C. F. Church Mfg. Co., Holyoke, Mass.

## Patents



D 91,742



D 91,784



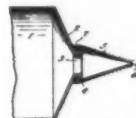
D 91,818



P 1,951,510



D 91,835



P 1,951,544



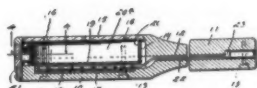
D 91,870



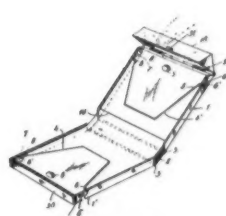
D 91,951



P 1,950,465



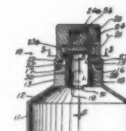
P 1,952,659



P 1,953,887



P 1,953,910



P 1,952,586



P 1,954,717



P 1,953,296



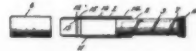
P 1,951,610



P 1,953,911



P 1,954,541



P 1,953,251

91,835. Design for a toilet accessory container. Cornelia Martin, New York N. Y.

91,870. Design for a bottle. Paul H. Ganz, New York, N. Y., assignor to D. Lisner & Co., New York.

91,951. Design for a jar. Frank J. McDonough, Chicago, Ill., assignor to Glaser Crandell Co., Chicago.

### Trade Mark Registration Granted (Act of March 19, 1920)

*These registrations are not subject to opposition:*

M311,453.—Studio Cosmetic Co., Ltd., doing business as Louise Marlow, Hollywood, Calif. (Oct. 1, 1931. Serial No. 326,504.)—Toilet preparations.

M311,457, M311,462.—Castilian Products Corp., Los Angeles, Calif. (Jan. 21 and 24, 1933, respectively. Serial Nos. 336,261 and 336,262, respectively.)—Toilet preparations and soap, shaving cream, respectively.

M311,467.—Barbara Kay, doing business as Barbara Kay Labs., Chicago. (Nov. 1, 1920. Serial No. 342,973.)—Compound for coloring hair.

M311,476.—Consolidated Rendering Co., doing business as Atlantic Packing Co., Boston, Mass. (Jan., 1901. Serial No. 334,867.)—Soap.

M311,478.—Preferred Toiletries, Inc., New York. (Dec. 1, 1932. Serial No. 333,484.)—Toilet preparations.

M311,634.—Kin-Septic Co., doing business as York Pharmacal Co., St. Louis, Mo. (Jan. 13, 1931. Serial No. 344,100.)—Antiseptic solution.

M311,636.—Roux Labs., Inc., New York. (Feb. 16, 1933. Serial No. 338,124.)—Hair dyes.

M311,820.—Sontag Chain Stores Co., Ltd., doing business as Studio Products Co., Los Angeles, Calif. (Dec. 1, 1930. Serial No. 309,747.)—Toilet preparations.

M312,028.—Sontag Chain Stores Co., Ltd., doing business as Audry Arnaud, Los Angeles, Calif. (June 1, 1932. Serial No. 332,737.)—Toilet preparations.

### Trade Mark Registration Applied for (Act of Feb. 20, 1905)

*These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.*

332,290.—Victoria May Cameron, San Francisco, Calif. (Sept., 1932.)—Cosmetics.

333,720.—René von Schleinitz, doing business as Pinerva Labs., Milwaukee, Wis. (Dec. 20, 1932.)—Toilet preparations.

333,873.—Harry Cohen, New York. (1927.)—Toilet preparations.

334,158.—Milton Paul, doing business as International Extract Co., New York. (Aug. 15, 1925.)—Flavoring extracts.

336,469.—E. R. Squibb & Sons, New York. (May, 1917.)—Shaving and vanishing creams.

337,730, 346,555.—Colgate-Palmolive-Peet Co., Chicago. (1898; May 11, 1933, respectively.)—Soap powder and shampoo powder, respectively.

338,147, 338,148, 338,149, 338,152.—Joubert Cie, Inc., New

## Trade Marks

*Louise Marlow*  
M311,453

*Koolmint*  
M311,820

*SEA  
FOAM*  
337,730

*POND'S*  
*Lipifung*  
*Cream*  
FOR CLEANSING  
340,693

*Revel*  
345,067

345,710

*Jewelle*  
344,205

*Bodeen*  
344,944

*GLO-TONE*  
347,044

**CASTILIAN**  
M311,457 • M311,462

*audry  
arnaud*  
M313,028

338,642

**CHERRIE  
MAID**  
345,137

345,762

*SULKER*  
344,819

**ROSE NOIRE**  
(BLACK ROSE)  
347,100

347,245

**KAYHENNA**  
M311,467

**SS**  
SWANSON  
332,390

**LETTY  
LYNTON**  
338,147  
340,089  
343,866

*LA CASTELLO*  
342,349  
**MY SIN**  
345,210

*Sarane*  
345,217

**G4**  
345,785  
**VAZA**  
344,283

**ESQUIRE**  
344,287

**SPA-SITE**  
344,589

**VICKS**  
347,246

**LYRISME**  
347,257

**PERFECTION**  
M311,476

**PINERVA**  
333,720

**IRRESISTIBLE**  
338,148

**LEET**  
343,617

**DR. KENYON'S  
COP-I-TONE**  
345,242

345,874

346,363

347,237

**SALSEFOAM**  
347,611

*Vivian  
Vance*  
M311,478

333,873

338,149

344,431

345,276

345,904

**Y**  
**SURG-O-DENT**  
346,389

347,813

**ESQUIRE**  
347,844

**YORK**  
M311,634

334,158

**LIP LURE**  
338,152

*Studio Girl*  
344,943

345,291

345,991

346,555

**jalma**  
347,449

*Roux*  
**HAIR-DYE**  
M311,636

334,649

**L**  
340,642

**RAZALON**  
345,039

**AVIATION**  
345,496

**VELVET**  
345,670

**DUO-BEAUTE**  
346,076

*Idolite*  
346,182

**FACIDOL**  
346,563

**HONEY BLONDE**  
346,583

**MELARD**  
347,595

**ALBERDEEN**  
347,599



York. (Aug. 2, 1932, June 24, 1932, Nov. 11, 1929, Dec. 10, 1932, respectively.)—Perfumes.

338,662.—National Oil Products Co., Harrison, N. J. (Oct. 1, 1918).—Shampoos.

340,692, 340,693.—Pond's Extract Co., New York. (July 19, 1933.)—Liquefying cream.

341,825.—Mark W. Allen & Co., Detroit, Mich. (Aug. 24, 1933.)—Lotions.

342,506.—Weill & Hartmann, New York. (May 16, 1932.)—Toilet preparations.

342,869.—Associated Perfumers, Inc., West Haven, Conn. (Apr., 1926.)—Toilet preparations.

343,617.—Leet Chemical Co., Columbus, O. (Apr. 12, 1932.)—Ointment for athlete's foot.

344,431.—Chauncey Freedman, doing business as Dorothea, Mt. Vernon, N. Y. (Nov., 1930.)—Toilet preparations.

344,863.—Nassour Bros., Inc., Ltd., Los Angeles, Calif. (Aug. 15, 1933.)—Toilet preparations.

345,039.—Razalon Corp., New York. (Dec. 8, 1933.)—Beard softener.

345,067.—Augustus F. Mack, doing business as Mack Bros., San Diego, Calif. (Apr. 1, 1931.)—Cleansing cream.

345,137.—Cherrie Maid Products Co., Cleveland, O. (Mar., 1932.)—Washing compounds and soaps.

345,210.—Lanvin Parfums, Inc., New York. (1923.)—Perfumes and cosmetics.

345,217.—Mountain Varnish & Color Works, Inc., Toledo, O. (Oct. 23, 1933.)—Manicure preparations.

345,262.—La-Ray Cosmetics, Inc., Newark, N. J. (July 15, 1933.)—Cosmetics.

345,276.—Rhoda Stumbo, doing business as Mae Mayo Co., Oklahoma City, Okla. (Apr. 15, 1930.)—Toilet preparations.

345,291.—Certified Public Apothecaries, Inc., Brooklyn, N. Y. (Dec. 1, 1932.)—Toilet preparations.

345,496.—Caron Corp., New York. (Nov. 30, 1933.)—Perfumes and toilet preparations.

345,690.—Viviny Perfumers, Inc., West Haven, Conn. (Sept., 1927.)—Toilet soap.

345,710.—Creme Culture, Inc., Brooklyn, N. Y. (Sept., 1932.)—Toilet preparations.

345,762.—Glass Containers, Inc., Los Angeles, Calif. (Sept. 13, 1933.)—Glass containers.

345,785.—Nestle-Le Mur Co., New York. (Oct. 6, 1933.)—Compounds for permanent hair waving.

345,894.—Société Worth, Paris, France. (Oct. 13, 1933.)—Perfumes.

345,904.—Paul Gaire, Jr., doing business as Gaire Labs., New York. (Dec. 9, 1933.)—Hair-curling compound.

345,991.—Elizabeth O'Brien, doing business as Crown Products Co., Davenport, Ia. (Dec. 1, 1931.)—Permanent wave solution.

346,076.—Charlotte Munk, doing business as Duo-Beaute Labs., New York. (Jan. 11, 1934.)—Rouge and lipstick.

346,182.—Trade Laboratories, Inc., Newark, N. J. (Sept. 15, 1930.)—Dental cream.

346,201.—Maison Jeurelle, Inc., Jersey City, N. J. (Mar. 16, 1932.)—Perfume.

346,219.—Universal Hygienic Corp., New York. (Dec. 21, 1933.)—Toilet preparations.

346,283.—Benjamin Ansell Co., St. Louis, Mo. (1928.)—Skin balm.

346,287.—Waldo E. Bugbee, New York. (Nov., 1933.)—Toilet preparations.

346,363.—Hyman & Hyman, New York. (Jan. 10, 1934.)—Toilet preparations.

346,389.—Clifford L. Youngstrom, Litchfield, Minn. (Nov. 1, 1933.)—Dentifrice.

346,563.—Facidol Labs., Inc., New York. (Jan. 5, 1934.)—Mouth wash, gargle, dentifrice.

346,583.—Alfred Lederman, New York. (Feb. 1, 1933.)—Hair rinse.

346,589.—Lucile Nimmons, Brooklyn, N. Y. (Jan. 23, 1934.)—Hair grower.

346,946.—Artiste Permanent Wave Co., Detroit, Mich. (Nov. 28, 1930.)—Hair preparations and sachet.

347,064.—Gabrielen Co., Inc., Chicago. (Nov. 1, 1933.)—Permanent waving compound.

347,100.—Frank C. Reilly, New York. (Dec. 14, 1932.)—Toilet preparations.

347,238.—The Shun Co., Atlanta, Ga. (Aug. 8, 1932.)—Deodorant in paste form.

347,245, 347,246.—Vick Chemical Co., Philadelphia, Pa. (Jan. 18, 1933.)—Mouth washes, oral deodorants and lotions.

347,357.—Houbigant, Inc., New York. (Feb. 6, 1934.)—Perfume and toilet preparations.

347,364.—F. J. M. Miles, Sunland, Calif. (July 14, 1933.)—Toilet preparations.

347,449.—Mistral Co., Lexington, Mass. (Nov. 15, 1933.)—Soap compounds.

347,595.—Stafford-Miller Co., Brooklyn, N. Y. (Feb. 13, 1934.)—Toilet preparations.

347,599.—Albert Shelby, doing business as Alberdeen Co., Buffalo, N. Y. (Jan. 15, 1932.)—Hair preparation.

347,611.—Cable's Laboratories, Miami Beach, Fla. (June, 1933.)—Antiseptic tooth powder.

347,813.—Pacific Dry Goods Co., San Francisco, Calif. (Dec. 28, 1933.)—Incense.

## New England Drug Show Held

THE New England Drug Show, held at Mechanics building, Boston, April 2-7, proved an outstanding success. This was the first show of its kind, planned by the New England drug associations to appeal directly to the public, as well as to the retail druggist. Various features, such as baby clinics, with awards for the healthiest babies, lectures by beauty specialists, and gifts to lucky visitors, were included in the attractions. They resulted in a gratifying attendance, which afforded manufacturing concerns an opportunity to contact the consumer and educate him in the merits of various goods.

There were approximately 90 booths. Among the exhibitors were Coty, Inc.; Houbigant, Inc.; Roger & Gallet; Hinze Ambrosia, Inc.; De Vilbiss Co.; E. R. Squibb & Sons; Bost, Inc.; Mennen Co.; Pine Tree Products Co., Inc.; Brockway Glass Co.; Yardley & Co., Ltd.; Harriet Hubbard Ayer, Inc.; Amami; Colgate-Palmolive-Peet Co.; Conti Products Co.; Northeastern Laboratories; Potter Drug & Chemical Co.; Ben Levy; Murray Co.; Winthrop Chemical Co.; H. A. Metz Laboratories, Inc.; George L. Claffin Co.; Northam Warren Sales Co.; Franco-American Import Co., and Lockwood Brackett Co.

J. A. Robinson presided at the Ben Levy booth, featuring "La Blache" and "Margie" face powders. At the Lockwood Brackett booth were T. R. Lockwood, H. S. Bothfeld, vice-president and sales manager, A. S. Arthur, New England representative, and Miss Anna Hennessey. Arthur S. Posner had charge of the Conti booth, featuring a new display box and cards. E. F. Berndt, district manager for Colgate-Palmolive-Peet Co. in New England, featured the complete "Cashmere Bouquet" line. Several new items were shown by the Northeastern Laboratories, whose booth was in charge of M. M. Shaffer, Northeastern sales representative. An interesting display showing the processes in making "Cuticura" soap was presented at the Potter Drug & Chemical booth. The plant was represented by W. C. Hamilton, general manager; A. F. Tinkham, superintendent and head chemist; L. P. Donahue and G. A. Lange of the office, and F. N. Putnam, chemist. The Franco-American Import Co. displayed a number of new items. Michael Topjian, treasurer, had charge of the booth.

Among the various speakers who featured cosmetics from different angles were Lilyan Malmstead, Miss Etta Leeds, of Harriet Hubbard Ayer, Inc., and Miss Gladys Calvert, of Coty, Inc., who presented "perfume personality readings."

## Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)  
(See last page of Soap Section for Prices of Soap Materials)

## ESSENTIAL OILS

ESSENTIAL OILS			Guaiac (Wood) . . . 2.35@			Tansy . . . . . 2.20@ 2.35		
Almond Bit., per lb. \$2.20@ \$2.40			Hemlock . . . . . .73@ .80			Thyme, red . . . . . .60@ .70		
S. P. A. . . . . 2.50@ 2.75			Hops . . . . . (oz.) 9.00@			White . . . . . .90@ 1.00		
Sweet True . . . . . .65@ .70			Horsemint . . . . . 2.85@			Valerian . . . . . 11.50@		
Apricot Kernel . . . . . .26@ .30			Hyssop . . . . . 40.00@			Verbena . . . . . 3.75@ 7.00		
Amber, crude . . . . . .24@ .30			Juniper Berries . . . 1.50@ 1.65			Vetivert, Bourbon . . 7.00@ 8.00		
rectified . . . . . .50@ .60			Juniper Wood . . . . . .60@ .62			Java . . . . . 10.00@ 25.00		
Ambrette, oz. . . . . 46.00@			Laurel . . . . . 15.00@			East Indian . . . . . 30.00@		
Amyris balsamifera. 2.40@ 2.75			Lavender, English. . 32.00@			Wine, heavy . . . . . 1.40@		
Angelica root . . . . . 60.00@ 75.00			French . . . . . 2.65@ 5.00			Wintergreen, S'thern 3.00@		
seed . . . . . 90.00@ 200.00			Lemon, Italian . . . 1.25@ 1.65			Penn. & Conn. . . . 5.00@ 8.00		
Anise, U. S. P. . . . . .48@ .52			Calif. . . . . .75@ .90			Wormseed . . . . . 2.05@ 2.45		
Araucaria . . . . . 1.75@ 1.85			Lemongrass . . . . . 1.20@ 1.45			Wormwood . . . . . 3.25@ 3.55		
Aspic (spike) Span. .83@ .90			Limes, distilled . . . 7.50@ 8.50			Ylang-Ylang, Manila 29.00@ 35.00		
French . . . . . 1.25@ 1.50			expressed . . . . . 11.00@ 11.75			Bourbon . . . . . 5.00@ 8.00		
Balsam Peru . . . . . 6.00@			Linaloe . . . . . 1.40@ 1.50			TERPENELESS OILS		
Balsam, Tolu, oz. . . 4.25@			Lovage . . . . . 35.00@			Bay . . . . . 4.00@		
Basil . . . . . (oz.) 2.35@			Mace, distilled . . . 1.50@			Bergamot . . . . . 6.00@		
Bay . . . . . 1.65@ 2.00			Mandarin . . . . . 4.75@ 7.50			Clove . . . . . 4.00@ 5.00		
Bergamot . . . . . 1.90@ 2.25			Marjoram . . . . . 6.25@			Coriander . . . . . 20.00@		
Birch, sweet N. C. . . 1.50@ 1.75			Melissa . . . . . 5.00@			Geranium . . . . . 8.00@ 12.50		
Penn. and Conn. . . 2.15@ 3.00			Mirbane (see Nitrobenzol)			Grapefruit . . . . . 45.00@		
Birchar, crude . . . . . .15@			Mustard, genuine. . . 8.50@ 10.00			Sesquiter'less . . . . 85.00@		
Birchar, rectified. . . .80@			artificial . . . . . 1.85@ 2.00			Lavender . . . . . 5.50@ 8.00		
Bois de Rose . . . . . 1.40@ 2.60			Myrrh . . . . . 10.00@			Lemon . . . . . 6.75@ 14.50		
Cade, U. S. P. . . . . .30@ .33			Myrtle . . . . . 4.00@			Lime, Ex. . . . . 50.00@		
Cajeput . . . . . .55@ 1.00			Neroli, Bigarade, p. 90.00@ 150.00			Orange, Sweet . . . . 78.00@ 90.00		
Calamus . . . . . 3.50@			Petale, extra . . . . 120.00@ 175.00			bitter . . . . . 90.00@ 115.00		
Camphor "white" . . . .24@ .30			Niaouli . . . . . 3.45@			Petitgrain . . . . . 4.00@		
Cananga, Java native 2.20@ 2.35			Nutmeg . . . . . 1.50@			Rosemary . . . . . 2.50@ 3.75		
rectified . . . . . 2.75@ 3.00			Olibanum . . . . . 6.50@			Sage, Clary . . . . . 90.00@		
Caraway . . . . . 2.00@			Orange, bitter . . . . 1.70@ 2.00			Vertivert, Java . . . . 35.00@		
Cardamon, Ceylon. . . 14.00@ 25.00			sweet, W. Indian. . . 1.30@ 1.45			Ylang-Ylang . . . . . 28.00@ 35.00		
Cascarilla . . . . . 60.00@			Italian . . . . . 1.30@ 1.50			OLEO-RESINS		
Cassia, 80@85 p. c. . . 1.05@			Spanish . . . . . 2.80@ 3.00			Benzoin . . . . . 2.50@ 5.00		
rectified, U. S. P. . . 1.25@ 1.40			Calif. exp. . . . . 1.20@ 1.35			Capsicum, U. S. P. . .		
Cedar leaf . . . . . .70@ .75			dist. . . . . .60@			VIII . . . . . 2.65@ 3.00		
Cedar wood . . . . . .33@ .38			Origanum, Spanish. . .85@ 1.00			Alcoholic . . . . . 3.00@		
Cedrat . . . . . 4.15@			Orris root, con (oz.) 4.00@ 5.00			Cubeb . . . . . 3.25@		
Celery . . . . . 9.50@ 11.50			Orris root, abs. (oz.) 35.00@ 50.00			Ginger, U.S.P. VIII . 2.00@		
Chamomile . . (oz.) 3.00@ 7.00			Orris Liquid . . . . . 18.00@ 25.00			Alcoholic . . . . . 3.25@		
Cherry laurel . . . . . 12.00@			Parsley . . . . . 6.50@			Malefern . . . . . 1.45@ 1.60		
Cinnamon, Ceylon. . . 12.00@ 20.00			Patchouli . . . . . 3.00@ 3.35			Oak Moss . . . . . 6.00@ 15.00		
Cinnamon, Leaf. . . . 2.25@			Pennyroyal, Amer. . . 2.15@ 2.40			Olibanum . . . . . 3.25@		
Citronella, Ceylon. . . .43@ .48			French . . . . . 1.55@ 1.65			Orris . . . . . 17.00@ 28.00		
Java . . . . . .44@ .53			Pepper, black . . . . 6.50@			Patchouli . . . . . 16.50@ 18.00		
Cloves Zanzibar . . . .98@ 1.15			Peppermint, natural 2.60@ 2.70			Pepper, black . . . . 4.00@ 4.60		
Cognac . . . . . 18.00@ 21.00			redistilled . . . . . 3.00@ 3.15			Sandalwood . . . . . 16.00@		
Copaiba . . . . . .57@ .62			Petitgrain . . . . . 1.40@ 1.65			Vanilla . . . . . 5.00@ 7.50		
Coriander . . . . . 4.25@			French . . . . . 2.35@ 2.50			DERIVATIVES AND CHEMICALS		
Croton . . . . . 1.90@ 2.15			Pimento . . . . . 1.30@ 2.30			Acetaldehyde 50%.. 2.00@		
Cubebs . . . . . 2.75@			Pine cones . . . . . 3.00@			Acetophenone . . . . 2.00@ 3.00		
Cumin . . . . . 8.00@			Pine needles, Siberia .85@			Acetyl iso-eugenol. . 9.00@		
Curacao peels . . . . 5.25@			Pinus Sylvestris . . . 2.00@ 2.15			Alcohol C 8. . . . . 14.00@ 20.00		
Curcuma . . . . . 3.00@			Pumilionis . . . . . 2.20@			C 9 . . . . . 26.00@ 40.00		
Cypress . . . . . 4.35@ 4.75			Rhodium, imitation. 2.00@ 4.50			C 10 . . . . . 18.00@ 30.00		
Dillseed . . . . . 4.50@ 5.00			Rose, Bulgaria (oz.) 6.00@ 20.00			C 11 . . . . . 30.00@ 40.00		
Elemi . . . . . 1.45@			Rosemary, French. . .40@ .50			C 12 . . . . . 14.00@ 25.00		
Erigeron . . . . . 1.30@ 1.60			Spanish . . . . . .36@ .40			Aldehyde C 8. . . . . 28.00@		
Estragon . . . . . 38.00@			Rue . . . . . 2.50@			C 9 . . . . . 45.00@ 70.00		
Eucalyptus . . . . . .30@ .32			Sage . . . . . 2.15@			C 10 . . . . . 30.00@ 60.00		
Fennel, Sweet . . . . 1.25@ 1.45			Sage, Clary . . . . . 30.00@			C 11 . . . . . 35.00@ 50.00		
Galbanum . . . . . 26.00@			Sandalwood, East			C 12 . . . . . 32.00@ 60.00		
Galangal . . . . . 24.00@			India . . . . . 6.00@ 7.00			C 14 (so-called) . . 15.00@ 35.00		
Geranium, Rose			Australia . . . . . 6.25@			C 16 (so-called) . . 17.50@ 30.00		
Algerian . . . . . 6.50@ 7.00			Sassafras, natural. .85@ .90			Amyl Acetate . . . . .85@ 1.00		
Bourbon . . . . . 6.25@ 6.50			artificial . . . . . .43@ .48			Amyl Butyrate . . . . 1.00@ 1.25		
Spanish . . . . . 16.00@			Savin, French . . . . 1.85@ 2.00			Amyl Cinnamate . . . 2.50@		
Turkish . . . . . 2.10@ 2.25			Spearmint . . . . . 1.25@ 1.40			Amyl Cinnamic Alde-		
Ginger . . . . . 3.40@ 3.75			Snake Root . . . . . 8.00@ 10.00			hyde . . . . . 3.90@ 4.00		
Gingergrass . . . . . 3.00@ 3.15			Spruce . . . . . .73@ .80			Amyl Formate . . . . 1.60@ 1.90		
Grape Fruit . . . . . 3.00@			Styrax . . . . . 7.00@					
Conc. . . . . 24.00@								

## TERPENELESS OILS

## OLEO-RESINS

## DERIVATIVES AND CHEMICALS

Amyl Phenyl Acetate	3.60@	4.00
Amyl Salicylate	.75@	
Amyl Valerate	2.40@	
Anethol	1.15@	1.25
Anisic Aldehyde	3.35@	
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	2.00@	4.00
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.50
Benzyl Benzoate	1.05@	2.00
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	7.00@	9.00
Benzyl Formate	2.90@	3.25
Benzyl Iso-eugenol	15.00@	25.00
Butyl Propionate	2.00@	
Benzylidenacetone	2.50@	4.00
Borneol	1.75@	2.00
Bornyl Acetate	2.00@	6.00
Bromstyrol	4.00@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.25@	4.00
Cinnamic Acid	4.00@	
Cinnamic Alcohol	3.25@	3.50
Cinnamic Aldehyde	2.50@	3.50
Cinnamyl Acetate	10.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.50@	3.00
Citronellal	2.40@	3.00
Citronellol	2.25@	2.75
Citronellyl Acetate	3.75@	
Coumarin	3.50@	
Cuminic Aldehyde	62.00@	
Dimethyl		
Anthranilate	6.25@	7.00
Dimethyl Hydroqui-		
none	3.75@	5.00
Dimethylphthalate	.50@	.60
Diphenylmethane	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.50@	6.00
Ethyl Benzoate	1.20@	
Ethyl Butyrate	1.00@	
Ethyl Cinnamate	4.50@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.40@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.60@	1.00
Eugenol	2.60@	3.50
Geraniol, dom.	2.00@	6.00
Geranyl Acetate	2.90@	4.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.10@	2.40
foreign	2.50@	
Hydratropic Alhyde	25.00@	27.50
Hydroxycitronellal	3.60@	10.00
Indol, C. P. ... (oz.)	2.25@	5.00
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	4.50
Iso-safrol	1.75@	
Linalool	1.90@	2.75
Linalyl Acetate 90%	2.50@	2.75
Linalyl Benzoate	10.50@	
Linalyl Formate	10.00@	12.00
Menthol, Japan	3.00@	3.85
Synthetic	2.25@	3.00
Methyl Aceto-		
phenone	2.20@	3.00

Methyl Anthranilate	2.50@	3.00
Methyl Benzoate	1.40@	1.75
Methyl Cinnamate	3.50@	
Methyl Eugenol	2.90@	6.75
Methyl Heptenone	3.75@	6.00
Methyl Heptene C'b.	20.00@	36.00
Methyl Iso-eugenol	8.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol	4.65@	6.00
Methyl Phenylac'tate	2.65@	3.00
Methyl Salicylate	.42@	.50
Musk Ambrette	6.50@	7.50
Ketone	7.50@	9.50
Xylene	2.50@	3.00
Nerolin (ethyl ester)	1.50@	1.75
Nitrobenzol	.15@	
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate	5.25@	6.00
Paracresol (Methyl)		
Ether	3.50@	5.00
Paracresol Phenyl-		
Acetate	14.00@	20.00
Para Cymene, (gal.)	1.25@	1.65
Phenylacetaldehyde		
50%	5.00@	7.00
100%	8.50@	10.50
Phenylacetic Acid	2.50@	4.00
Phenylethyl Acetate	7.00@	10.00
Phenylethyl Alcohol	4.25@	4.75
Phenylethyl But'rate	12.00@	16.00
Phenylethyl Formate	18.00@	
Phenylethyl Pro-		
pionate	12.00@	
Phenylethyl Val'rate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alc'hol	6.00@	12.00
hyde	8.00@	12.00
Rhodinol	8.00@	20.00
Safrol	.48@	.53
Santalyl Acetate	22.50@	
Skatol, C. P. ... (oz.)	7.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P. ...	.36@	.40
Terpinyl Acetate	.90@	1.15
Thymene	.35@	
Thymol	1.90@	2.75
Vanillin (clove oil)	4.65@	5.50
(guaiacol)	4.40@	5.00
Vetiveryl Acetate	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl		
ester)	1.50@	1.75
BEANS		
Tonka Beans, Para.	1.15@	1.40
Angostura	2.40@	2.50
Vanilla Beans		
Mexican, whole	3.25@	4.25
Mexican, cut	3.00@	3.50
Bourbon, whole	1.85@	2.50
South American	2.25@	3.00
SUNDRIES AND DRUGS		
Acetone	.11@	.15
Alcohol, 190-pf. gal.	4.12½@	4.29½
Almond meal	.21@	.25
Alum, potash	.03¼@	.03½
Aluminum chloride	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.38@	.40
Peru	2.10@	2.35
Tolu	.80@	1.10
Fir, Canada, gal.	9.00@	12.00
Oregon	1.25@	1.50
Beeswax, white	.40@	.45
Yellow	.24@	.30

Bismuth sub-nitrate	1.40@	
Boric Acid, ton.	105.00@	115.00
Calamine	.16@	.20
Calcium, phosphate.	.08@	.08½
Ph'phate, tri-basic	.13@	.15
Sulfate	.03¼@	.04
Camphor	.53@	.65
Cardamon seed	.65@	
Castoreum	17.50@	
Chalk, precip.	.03½@	.06½
Cetyl Alcohol	.75@	1.50
Cherry laurel water,		
gal.	1.25@	
Citric acid	.30@	.35
Civet, ounce	3.75@	4.50
Cocoa butter	.12@	.15
Clay, Colloidal	.03@	.03½
Formaldehyde	.06@	.06½
Fuller's Earth, ton.	16.00@	30.00
Formic acid	.12@	.16
Fatty Acids (See Soap Sec.)		
Guarana	.75@	1.25
Gum Arabic, white.	.20@	.22
Amber	.09½@	.12
Gum Benzoin, Siam	1.30@	1.50
Sumatra	.24@	.30
Gum galbanum	1.05@	1.15
Gum myrrh	.30@	.40
Henna, powd.	.15@	.28
Hydrogen peroxide.	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrous	.18@	.22
anhydrous	.20@	.24
Lavender flowers	.24@	.55
Magnesium, Carbon-		
ate	.06¼@	.07½
Stearate	.19@	.25
Sulfate	.02½@	.03
Musk, ounce	15.00@	25.00
Oils, vegetable (See Soap Sec.)		
Olibanum, tears	.13@	.30
siftings	.08@	.13
Orange flower water,		
gal.	1.50@	
Orange flowers	.30@	.90
Orris root, powd.	.20@	.75
Paraffin	.04½@	.07
Patchouli leaves	.16@	.20
Petrolatum, white.	.07@	.11
Phenol	.16@	.20
Potassium, Carbonate	.13@	.16
Hydroxide	.07¼@	
Quince seed	.60@	1.00
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.28@	.50
Rice starch	.12@	.15
Rose leaves, red	1.40@	1.75
Rose water, gal.	1.25@	
Salicylic acid	.40@	.45
Sandalwood, chips	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb, crys.	.01¼@	.02¼
Phosphate, tri-basic	.02½@	.04
Spermaceti	.22@	.25
Styrax	.40@	3.25
Sulfur, precip	.17@	.20
Tartaric acid	.27@	.30
Titanium oxide	.22@	.25
Tragacanth, No. 1.	1.20@	1.50
Triethanolamine	.45@	.50
Venice turpentine, gal.	.30@	
Vetiver root	.30@	
Violet flowers	.95@	1.15
Zinc Peroxide	1.10@	1.75
Oxide	.13½@	.15
Stearate	.21@	.28



## New York Market Report

THE essential oil market has continued brisk throughout the month. Many had expected to see the active trading of March taper off during early April but the report throughout the trade is that, in number of orders at least, April has been an excellent month thus far with no signs of any letdown in business during the next few weeks. There has been an encouraging amount of sizable business as well as a great number of small orders and inquiries, coming from virtually all of the consuming industries. If anything, business with the toilet goods houses has been slower than that with other branches, but even it has been very encouraging.

In view of the active market, prices have generally held firm throughout the month. There has been no resumption of the sharply advancing tendency which was in evidence during the period of currency uncertainty, but the trend is toward somewhat higher levels and there are almost no declines in the group of price changes during the period. On the other hand a number of items of more or less importance have strengthened and are now held at higher prices than they have been for many months.

The floral products group remains steady. There has been an increase both in the volume of inquiry and in the actual business done. However, this group is scarcely as active as are some of the others. Shipment quotations on most of the oils remain very firm, and stocks at primary points, while still heavy on some items, are being held at prices which do not permit agents or importers here to shade their current quotations. Lavender is an exceptionally firm feature.

Citrus oils remain steady. Some excellent early season business from the South and West is reported from the bottling trade and this has served to steady a rather uncertain market. Lemon and orange have both felt the pull of the demand, but the latter is in such supply that prices are by no means firm in spite of the gain in number and sizes of inquiries. No further change is reported in bergamot.

Seed and spice oils have been featured by the pronounced strength in dill. Supplies are very light and the seasonal demand is reaching the market at a time when many sellers find it difficult to fill orders. The result has been a very sharp advance in current quotations and difficulty in getting oil even at current high prices. Inquiry has been very good. Clove is somewhat firmer also and ginger has held very steady.

Domestic oils remain steady. Nothing is yet reported from the country on either acreage or crop prospects on mint oils. It is felt, however, that at current price levels, the normal acreage will be planted and harvested. Not much change in the situation is expected during the next few weeks, both buyers and sellers being content to mark time and await developments. There seems to be less country selling pressure than is normal at this season of the year.

In the miscellaneous group, the strength of camphor oil and its derivatives has been a feature. Little crude camphor oil is available for shipment and quotations on it have been advanced sharply in the Far East. The result has been higher prices for the refined product and something of a scarcity seems to be developing. Artificial sassafras is, of course, affected and has been ad-

vanced very sharply by holders who are not anxious to sell even at the higher levels. Citronella remains steady at recent prices. The soap makers are buying in moderate quantities. Oils and compounds for insecticide use are in heavy demand, and the trade anticipates an active season in this type of odors.

## Synthetics and Derivatives

THE feature of the market has been the strength in derivatives of oil of camphor. Prices have been advanced all along the line and stocks of these products are not freely offered even at sharply higher prices. Safrol and artificial sassafras are both sharply higher and are expected to advance still further during the next few weeks. The cause is the stringency of supplies of brown camphor oil for shipment and the high prices at which import parcels are held by Japanese shippers.

There has been practically no change in quotations on other members of this group during the last few weeks. The tone of firmness which was in evidence in the market earlier in the year has continued and business has continued brisk in spite of the fact that many had looked for a slower market during April. One important interest reports orders running practically three times as numerous as a few months ago, and while this is doubtless not duplicated in other quarters, there has been a substantial increase both in the number and in the size of current inquiries.

The toilet preparations trade has lagged behind a bit in this gain in business, but the amount of business originating in other industries, many of which are using aromatic chemicals for the first time, makes the future look very encouraging. Insecticides have long been an excellent outlet for the cheaper compounds and recently rubber and textile trades have been in the market for increasing quantities. Paper and ink makers are also taking substantial quantities of items suited to these respective uses.

The general outlook is encouraging and while many anticipate a rather slow Summer, there is every reason to expect that business will continue to run consistently ahead of that recorded during 1933.

## Vanilla Beans

There has been a considerable showing of strength especially in Bourbon beans during the last few weeks. This is attributed in well informed quarters to the fact that much of the heavy surplus of this type of beans which had stagnated the market for a long period has been worked off, either through sales to the consumers or in other ways, with the result that stocks are lower and the average quality of offerings materially improved over that prevailing a few months ago. The market seems to have firmed at around current levels and while some still anticipate rising prices, the general tendency is to hold at these levels and not to attempt to force too sharp an advance.

Mexicans are also firm with some advance noted in cuts, which have been in better demand than usual and are in by no means heavy supply. Whole Mexicans have firmed up on this account. The market for South Americans is also firmer on account of the general strength of the market. Demand is better than routine but heavy business is not reported.



# Soap Industry Section

CONDUCTED BY Dr. E. G. THOMSEN

## Cod Liver Oil Soap

THE total fatty acids from cod liver oil are known commercially as morrhucic acid, and as long ago as 1919 Sir Leonard Rogers drew attention to the value of the sodium salts of these acids, termed *sodium morrhuate*, in the treatment of tuberculosis, the compound being believed to act on the coating of acid-fast bacteria. Subsequently sodium morrhuate was also recommended for the treatment of leprosy, and at the present time its use has been extended to cases of varicosity, solutions of the soap being marketed in ampoules at concentrations of 5 and 10 per cent.

It is necessary in the preparation of the morrhuate to separate both the unsaponifiable matter and the glycerine liberated by saponification, and at the time of its introduction, the unsaponifiable matter, amounting in a good cod liver oil to 0.9 to 1.3 per cent, was a practically worthless by-product. Since then, however, the value of this unsaponifiable matter as a source of vitamin A has become well recognized, and many firms are engaged in separating it from the cod liver oil soaps on the commercial scale for the production of vitamin A concentrates, so that the positions have become reversed, and the soap is now the by-product in the preparation of the unsaponifiable matter.

Various processes have been patented for the purpose, involving the production of barium, calcium, potassium, and sodium soaps, and the pharmaceutical preparation, sodium morrhuate, may be readily obtained from any of these by first treating the soap with sufficient mineral acid to decompose it, thoroughly washing the liberated fatty acids with distilled water, and then exactly neutralizing the fatty acids with the calculated quantity of alcoholic sodium hydroxide and evaporating off the alcohol. It is, of course, very important, in view of its use for injection, that the product should be perfectly neutral, and also that it should be completely sterilized before sealing up the ampoules.

The great advance that has been made during the last few years in our knowledge of vitamin A and its chemistry were very evident in a discussion at a recent meeting of the Society of Public Analysts on "The Chemical Tests for Vitamins," when the usefulness of the determination of "blue value" by the antimony chloride test was amply demonstrated. In the examination of cod liver oils for vitamin A content it appears that the test must be carried out after saponification of the oil, as substances are present in the oil which interfere with the production of the blue color, but these are removed by hydrolysis.—*Perfumery & Essential Oil Record*.

## Coconut Oil Tax Enacted

WASHINGTON, April 16.—One result of the tax bill now before Congress having got out of hand is the fact that a tax soon will be levied on coconut oil, although the precise amount of this tax cannot be foretold at this date. It will be somewhere between three and five cents a pound.

The tax bill has been acted upon by both the House and Senate, but since last Friday has been "in the air," as adjournment of the House on Saturday and the failure of the Senate to meet today kept it from going before conferees of the two houses of Congress for ironing out of differences. The bill originally was introduced in the House as an Administration measure for the sole purpose of ironing out loopholes in the income tax laws which had led to tax evasion through the taking advantage of technicalities.

However, any tax bill is in effect a blank check for Congress and members of the House from the agricultural areas—the predominant strength—forced into the bill a tax of five cents per pound on coconut oil. This in effect amounted to an embargo on this oil, now imported in great quantities from the Philippines.

The expressed object was to make coconut oil so high in price that soap manufacturers would be forced to buy tallow and other oils of domestic origin in place of the Philippine coconut oil as a base for their manufactures.

When the bill went to the Senate with this amendment included, a strong effort to eliminate the tax on coconut oil was made, but with only slight success. The Senate, almost as amenable to the demands of domestic agriculture as the House, attempted to soften the blow to soap manufacturers by reducing it to three cents.

Then, in an obvious effort, as has happened before, to avoid the appearance of showing discrimination against the Philippines in this legislation, it added the proviso that the taxes so collected on imported Philippine oil should be paid into the Philippine treasury instead of into the Treasury of the United States, as the House bill provided. Now, with the bill about to go to conference, the tax cannot be eliminated, since the conferees have no authority to eliminate any provision voted by both House and Senate. Their authority is confined to setting the tax at a figure within the limits of the House and Senate rates, and determining which shall benefit the United States or the Philippines.

In either event, users of coconut oil face the problem of whether they shall absorb increased production costs involved in the continuing use of coconut oil or change their processes and shift to tallow and other fats.

# Fine Antiseptic Soaps

## Manufacture of Liquid Cake and Cream Soaps

### With Antiseptic Qualities

by Josef Augustin

A REAL antiseptic soap can only be one which, in addition to the soap base, contains a recognized antiseptic or disinfectant. Because soaps to which no antiseptics have been added possess a certain antiseptic quality, namely the property of preventing the growth of germs, even if their strength of concentration is sufficiently high. Only in rare instances do they have disinfectant properties, namely the power of destroying micro-organisms. Further light on this subject may be found in the article, "Disinfectant Soaps: Their Mildness and Odorlessness," in No. 19/1931 of the *Seifen-der-Zeitung*.

Research, investigation, and printed reports thus far available make it plain that in order to obtain a *strong*, that is a sufficiently antiseptic effect, suitable antiseptics must be added to the soap; and where the soap is intended as a disinfectant, disinfectants must be added.

Antiseptic or disinfectant soaps for common washing and cleaning use are *not* our concern in this discussion. *We are here dealing only with better grade soaps for the cleanliness and care of the hands and body.* To find an antiseptic suitable for this purpose is exceedingly difficult, for the material to be added must meet the following requirements:

1. It must be soap-stable, i.e., it must neither cause the soap to decompose nor itself be decomposed by the soap.
2. It should be readily disposed to lather, i.e., the amount of it required to produce satisfactory results should hardly, if at all, impair the speedy and complete lathering property of the soap.
3. Its disinfectant effects must be as uniform (reliable) as possible and sufficiently strong.
4. It must be naturally odorless and particularly so in the soap, and must not ruin, weaken or alter the perfume of the soap—a requirement hitherto almost impossible of fulfilment.
5. It must be mild, i.e., it must not act as a caustic or irritant upon the mucous membranes. Strictly speaking, it should be so mild that although intended for external use, its being taken internally would do no harm.

Among disinfectants hitherto tried some have, to a certain extent, met the first three of these requirements, at any rate. But on points 4 and 5 they almost all of them fell down. Only boric acid, for example, could be considered to be mild and odorless. But, then, it is altogether too weak an antiseptic, and working it into soaps is by no means easy, because it has an acid soap-destroying action that makes it necessary for it to be imbedded in a superfatted material in order then to be

milled into the soap body. Creamy, not wholly liquid soaps, made with boric acid cannot be made to last. Nor have I been able to convince myself that any of the recently praised chloride preparations are really mild and odorless, even regarded from the most tolerant angle.

That the real antiseptic soaps should have become so little popularized generally, even in well-to-do civilized countries, is explained by the fact that the said two requisites were overlooked by the manufacturers; unless it is that they did not know how to overcome the problems which the task presented.

Who would dare to suggest to any but the most credulous soap user and the

one most unsensitive to odors that he should carry about his person the persistent, pungent odor of a hospital? Yet that is what he would be doing if he only washed his hands with 0.5% carbolic soap, which, at that, is still too weak as a sanitary agent. Or who would want to be an everyday user of a 5-10% pine oil soap or of a formaldehyde soap? No dealer would want his customers to risk the serious danger of skin irritation or corrosion or even poisoning to which they would be exposed by the use of most disinfectants.

Hence the manufacture faces problems on the same order as those met with in the manufacture of practically odorless grease-dissolving soaps. For grease-dissolving purposes, one can take only cyclohexanol together with benzyl alcohol, possibly, in conjunction with triethanolamine soap and steeping materials (e.g. Turkey red oils). To strengthen, it is best to take the soap substitutes based on the sulfo-acids, along with ordinary soap. Yet, these good grease-dissolving soaps, strictly speaking, are not altogether odorless; but what odor they have is hardly noticed and can be put up with, even in boiling.

By another and better means, it has now become possible to manufacture antiseptic soap meeting all five requirements without trouble, by using the suitable methyl paraoxy benzoate preparations. While for pharmaceuticals and cosmetics, the pure or at least the technical grades of the esters of *p*-oxy-benzoic acid should be taken, for fine soaps the much cheaper crude technical grades suffice. These preparations are the esters (methyl, ethyl, propyl and benzyl) of *p*-oxy-benzoic acid, and the easily water-soluble sodium compounds of these esters.

These are all odorless, mild (in the strict sense), soap-stable (even soap preserving), lather favoring (even when, as is the practice, a large quantity is added), and adequately disinfectant (see tests made by Prof. Sabalichka with water and soap solutions). According to this authority, the methyl ester is 2.6 times,



the ethyl ester 7.1 times, the propyl ester 15 times, the benzyl ester 83 times more effective as a staphylococcus disinfectant than phenol. As the sodium compounds naturally contain less ester, their action is only  $\frac{3}{4}$  that of the pure esters. It was found, furthermore, that the disinfectant powers of the entire group are not in any way impaired by formation of salts and other organic and inorganic compounds when other disinfectant materials are added. In addition, it holds, it lasts and remains uniform, even where the surrounding atmosphere is pretty much alkaline or acid. This valuable uniformity is a peculiar quality that sets it off from all other disinfectants, making it easy to be worked into soaps of every kind, provided cost is not an item.

The amount of methyl paraoxy benzoate taken may exceed 5% in every type of soap, be it a cream, a liquid or a cake. The greater the fatty-acid content, the more methyl paraoxy benzoate may generally be added, without fear of the lather suffering particularly. In any event, there is so much margin within which to work that the severest of disinfectant requirements can be met.

To achieve the greatest disinfectant value, the esters of *p*-oxy-benzoic acid, all of them powders, must be introduced into the soap *in solution*, unless they are dissolved in the soap while still warm or after re-heating. The latter method is a primitive one that was used in the earliest attempts made with liquid soaps. Even more primitive, less effective and less sure is the milling or mixing of the powder into hard or cream soaps.

To make sure of a reliable disinfectant action, the trouble, if it is any trouble, should be taken to bring the esters into solution, since, anyhow, they readily dissolve in almost any solvent. Proven solvents for this purpose are these: perfume oils, benzyl alcohol and the *ordinary organic solvents*, ethyl alcohol (1 part ester to 3-6 parts solvent), warm glycerine (about 1:20), fatty oils (1:50)—although the latter, of course, will not do for soaps—and, finally, heavy sugar solutions of Turkey red oils, and so on. In water they dissolve only up to 0.1 to 0.2%.

*The sodium compounds, however, do dissolve in water.* It is absolutely necessary first to make a concentrated solution of same, with 2 parts ester and 1 part warm water, which may be added to soaps of the most varied kinds, or, may even be diluted with more water before being so added.

The compounds that seem best adapted to the purpose are benzyl paraoxy benzoate and its sodium salt. They, having at least 30-fold the disinfectant power of methyl paraoxy benzoate and costing only 2.5 to 3 times as much (for the same crude technical grades), it becomes possible in a comparatively economical way to achieve reliable, pleasant results. Even adding so little an amount as 0.1 to the soap is not without great effect, its action being as powerful as if 8% carbolic acid, the non-decomposed, full-strength goods, were added.

The experiments, however, carried out by a firm manufacturing the esters of paraoxy benzoic acid, point to the urgent importance of using certain amounts of methyl paraoxy benzoate, or ethyl paraoxy benzoate, or propylparaoxy benzoate, or mixtures of same in the most varied combinations, in conjunction with benzyl

paraoxy benzoate. The action of the benzyl paraoxy benzoate is thereby uniformly enhanced in every direction.

The primary use for which antiseptic soaps are intended are to wash the hands. While, for one thing, complete sterilization of the hands is an obvious necessity for doctors about to operate or make an examination, *the use of a really antiseptic soap can give everybody the feeling of health insurance and cleanliness.* Of course, it cannot be denied that by far the most germs are harmless or only slightly injurious and capable of being rendered innocuous by the natural defenses of the skin. Still even in the most sanitary of modern countries the danger exists of injurious, infectious bacteria getting on the hands, when shaking hands, grasping knobs or touching other objects about the house, or handling anything in public conveyances or in the open, anywhere. Ordinary soaps not being adequate to the purpose, safety demands the use of antiseptic soaps. *A good liquid toilet soap may be obtained, for example, with:*

Sixty kgs. coconut oil, 15 kgs. peanut oil, 25 kgs. light colored red oil, saponified with approx., 46 kgs. caustic potash solution, 50° Bé. neutralized with 3 kgs. Turkey red oil, (or possibly still more red oil) dissolved in 300 kgs. water, or more, but not over 400 kgs.

Let stand a few days and filter. Then add 10 kgs. glycerine, and 1 kg. potash thoroughly stirred and dissolved in 10 kilos of distilled water; but before filtering, add approx. 3 kgs. soap perfume oil, mixing thoroughly.

2.60 kgs. benzyl-sodium paraoxy benzoate dissolved in 1.30 kgs. warm water, 1.40 kgs. ethyl-sodium paraoxy benzoate dissolved in 0.70 kgs. warm water, 2 kgs. methyl paraoxy benzoate dissolved in 10 kgs. alcohol.

Add each solution separately.

The disinfectant value amounts to about 40 parts carbolic acid per 60 parts soap. The quantities added may therefore be smaller, if desired.

An antiseptic cream soap is obtained by adding to the finished soap cream the required amounts of esters, in solution, and working same in thoroughly.

A solid antiseptic soap is obtained by drying an ordinary primary toilet soap rather more than it would be dried for ordinary soaps (say with from 80 to 83-85% fatty acid), and then milling the paraoxy benzoic ester solution (or solutions) in with it. After mixing, and after passing once through the mill, further additions may be milled in. Now, in order for the solutions to be distributed evenly throughout the soap in all cases, the ester solutions should be treated by themselves. In certain cases, where the operations are carefully and skillfully carried out, the ester solution and the other added materials can, perhaps, be worked in at one and the same time.

It would also be a highly desirable thing if barbers' shaving soaps were made thoroughly antiseptic, an easy matter if the paraoxy benzoic esters are used. It is rather unusual for a fresh razor and a new brush to be used for each individual customer, and simply dipping them into corrosive sublimate is only a superficial pretense offering no serious protection. The danger of infection is therefore considerable. Benzyl paraoxy

(Continued on Following Page)



## Soap Materials Market

### Vegetable Oils

The entire vegetable oil market has recently been enshrouded with doubt and uncertainty as both buyers and sellers anxiously await the final outcome of the proposed excise tax now before the Senate. And until this matter is settled, there seems to be but little likelihood of much trading. Importers and dealers are merely quoting nominal prices for the various oils but only for immediate or prompt deliveries.

Crude coconut oil is quoted at 2 3/4 c lb., New York, and 2 1/2 c lb., Pacific Coast, in sellers' tanks; palm oils at 3 c to 3 1/2 c lb., f.o.b. sellers' tanks New York, depending upon the grade. Crude cottonseed oil is held at 4 1/2 c lb. in the Southeast and Valley and crude corn oil at 4 3/4 c lb., f.o.b. Midwest mills.

Sulfur olive oil foots and commercial denatured olive oil, neither of which has been mentioned on the list of oils scheduled for tax in the proposed bill, have been quite steady and fairly active. Olive foots for immediate future delivery is quoted at 6 1/2 c lb. in tanks and 6 3/4 c lb. in packages, f.o.b. New York, and olive oil at 88 c to 90 c per gallon, f.o.b. New York.

A. H. HORNER

### Examples of Rancidification of Soaps

F. WITTKA (*Allgem. Oel- u. Fett-Ztg.*, 1933, 30, 381—385).—Abnormally rapid rancidification and discoloration of a certain soap were traced to the use of mowrah fat (I) (which contains a high proportion of unsaturated unsaponifiable constituents) in the stock, the oxidation being accelerated by traces of Cu derived, in one case, from the bronze of the stamping machines, and, in another, from Cu which is added to give a green color to the partly-bleached (I) used by the soap-maker. (*British Chemical Abstracts.*)

### Fine Antiseptic Soaps

(Continued from Preceding Page)

benzoate in a strength of from 0.5 to 1% overcomes this danger.

For hair soaps, the use of much methyl paraoxy benzoate in addition to benzyl paraoxy benzoate, is altogether appropriate, as it has been found that a solution of 2 gr. methyl paraoxy benzoate in 100 gr. 85% alcohol helps dandruff where other remedies fail.

In order that special antiseptic soaps should not be confused with common soap, they must be given certain distinguishing hallmarks, since it is not the odor that will tell the tale. Perhaps the color could be made blue for liquid antiseptic soaps. Cream soaps come in tubes, which necessarily describe their contents. Cake or bar soap, if white or of any light shade, might have a red, blue or violet line running through, or bear an indelible inscription, so that even though the soap is mild and without odor the user may know that it is antiseptic and health-protecting.

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra .....	\$0.03 1/2 @	
Edible .....	.04 3/4 @	
Fancy .....	.05 1/4 @	
Grease, white .....	.03 1/2 @	
House .....	.03 @	
Yellow .....	.03 @	
Lard .....	.04 7/8 @	.07 %

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks..	.04 @	
Corn Oil, 95% T.F.A. tanks .....	.04 1/2 @	
Red Oil, distilled, tanks .....	.04 1/2 @	
Saponified .....	.04 3/4 @	
Stearic Acid, single pressed.....	.09 @	
Double pressed .....	.09 1/2 @	
Triple pressed .....	.12 1/4 @	

### Soap Making Oils

Castor No. 1, tanks .....	.09 1/2 @	
No. 3, tanks .....	.09 @	
Coconut, Ceylon Grade, tanks .....	.02 1/4 @	
Cochin grade, tanks .....	.03 @	
Manila grade, tanks .....	.02 1/4 @	
Corn, crude, Midwest mill, tanks .....	.04 3/4 @	
Cotton, crude, Southeast, tanks .....	.04 1/2 @	
Refined .....	.05 3/4 @	Nom.
Foots, 50% T.F.A. ....	.01 1/2 @	
Lard, common No. 1 barrels .....	.07 @	
Olive, denatured, max. 5% F.F.A. drums, gal. ....	.88 @	.90
Foots, Prime, green, barrels .....	.06 3/4 @	
Palm, Lagos, max. 20% F.F.A., drums	.03 7/8 @	
Niger, casks .....	.03 1/2 @	
Palm, kernel, tanks .....	.04 1/4 @	
Peanut, crude, barrels .....	.07 3/4 @	
Refined, barrels .....	.08 1/2 @	
Soya beans, max. 2% F.F.A., Midwest mill, tanks .....	.07 @	
Tallow, acidless, barrels .....	.07 1/4 @	
Whale, Crude No. 1, Coast, tanks....	.04 @	
Refined, barrels .....	.06 7/8 @	.07 %

### Glycerine

Chemically pure, drums extra .....	.12 1/2 @	.14
Dynamite, drums included .....	.12 1/4 @	.12 %
Saponification, drums .....	.08 3/4 @	
Soap, lye .....	.08 1/4 @	

### Rosin

Barrels of 280 pounds

B .....	\$5.60	K .....	\$6.50
D .....	5.85	M .....	6.50
E .....	6.15	N .....	6.50
F .....	6.40	W.G. ....	6.60
G .....	6.40	W.W. ....	6.65
H .....	6.50	X .....	6.65
I .....	6.50	Wood .....	5.93

### Chemicals

Acid, muriatic, 18°, 100 pounds.....	\$1.00 @	1.60
Sulphuric, 60°, ton .....	11.00 @	
66°, ton .....	15.50 @	
Borax, crystals, carlots, ton.....	42.00 @	71.00
Cyclohexanol (Hexalin) .....	.30 @	
Naphtha, cleaners, tank cars .....	.05 @	.05 1/2
Potassium carbonate, 80@85% .....	.07 @	
Hydroxide (Caustic potash) 88@92% .....	.07 1/4 @	
Salt, works, ton .....	11.50 @	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds .....	1.23 @	2.37
Hydroxide (Caustic Soda) 76% solid, 100 pounds .....	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds .....	.80 @	
Sulfate, anhydrous .....	.02 1/4 @	.03
Phosphate, tri-basic .....	.02 1/2 @	.03
Zinc oxide .....	.05 3/4 @	



